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(54) **IMPLEMENTATION OF MEDIA CONTENT ALTERATION**

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(57) **ABSTRACT**

A classification method and system for possible content alteration of a media work may include criteria regarding content that is feasible for alteration. Such criteria may be maintained in records that are accessible to an interested party. Some embodiments may include a record of primary authorization rights applicable to a possible content alteration. A further embodiment feature may include a record of secondary authorization rights applicable to substitute altered content incorporated in a derivative version. Various techniques may be used to incorporate substitute altered content in a derivative version of the media work in accordance with applicable substitution guidelines.

46 Claims, 67 Drawing Sheets

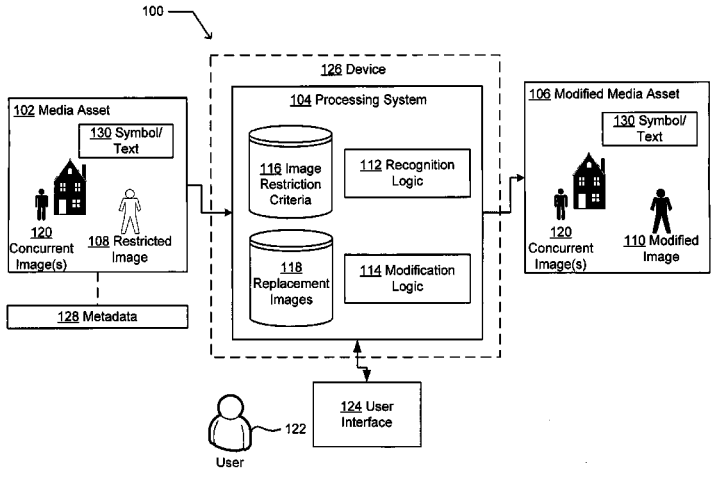

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FIG. 1

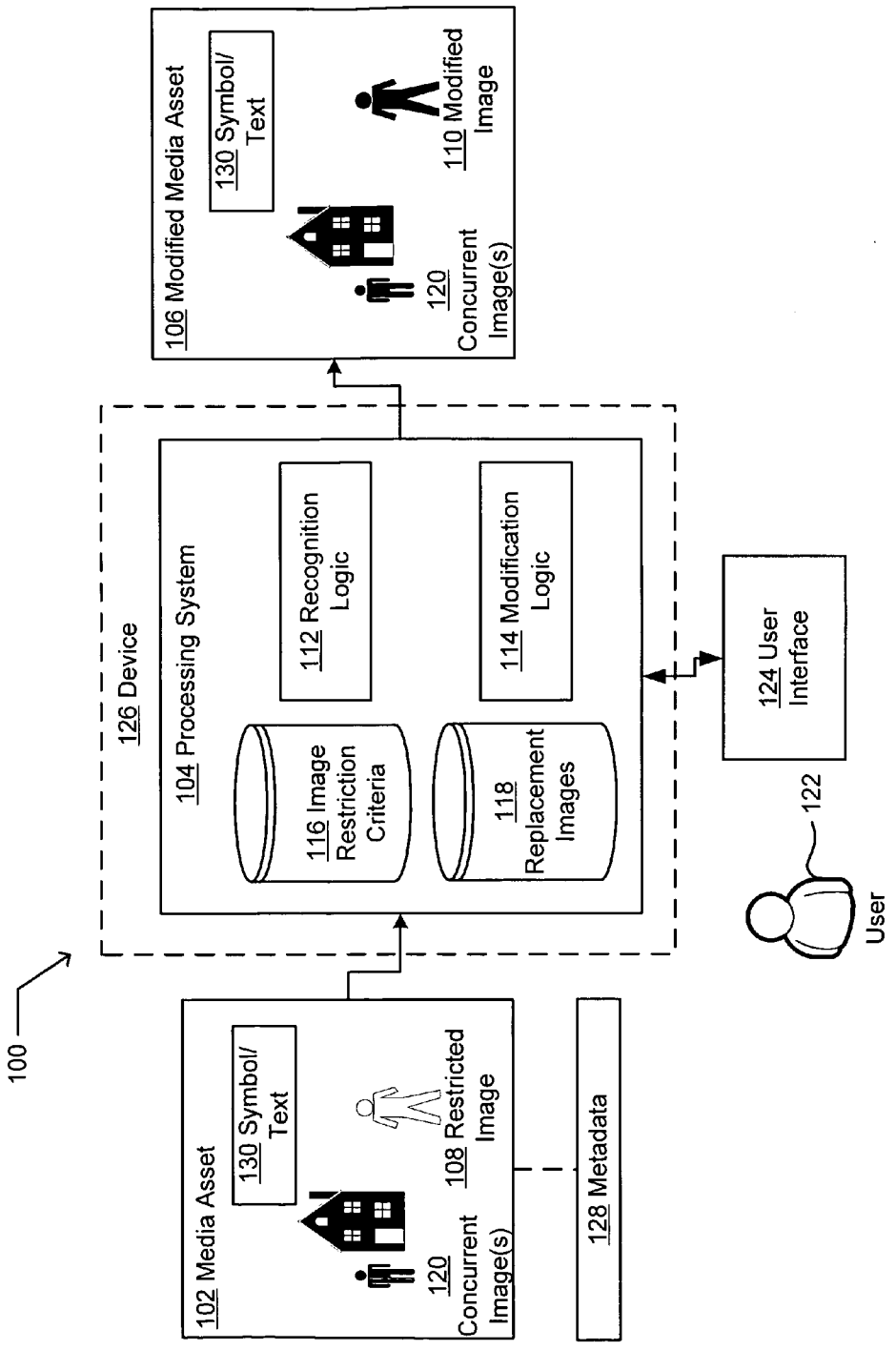

100
102 Media Asset
130 Symbol/ Text
120 Concurrent Image(s)
108 Restricted Image
128 Metadata
126 Device
104 Processing System
112 Recognition Logic
114 Modification Logic
116 Image Restriction Criteria
118 Replacement Images
124 User Interface
122
User
106 Modified Media Asset
130 Symbol/ Text
120 Concurrent Image(s)
110 Modified Image

FIG. 2

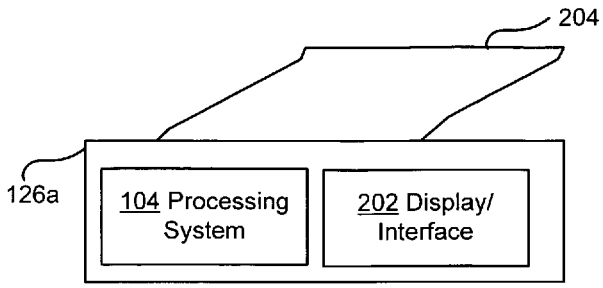


FIG. 2A

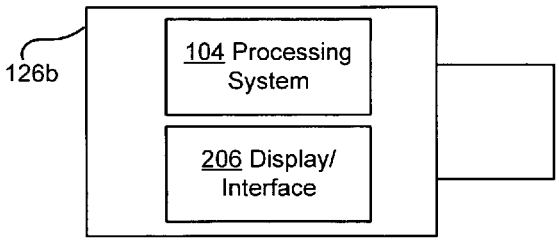


FIG. 2B

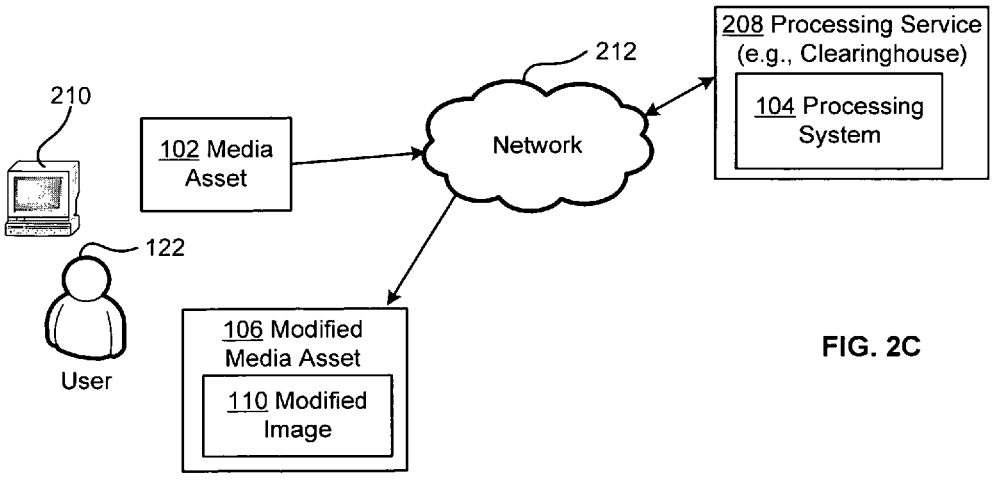


FIG. 2C

FIG. 3

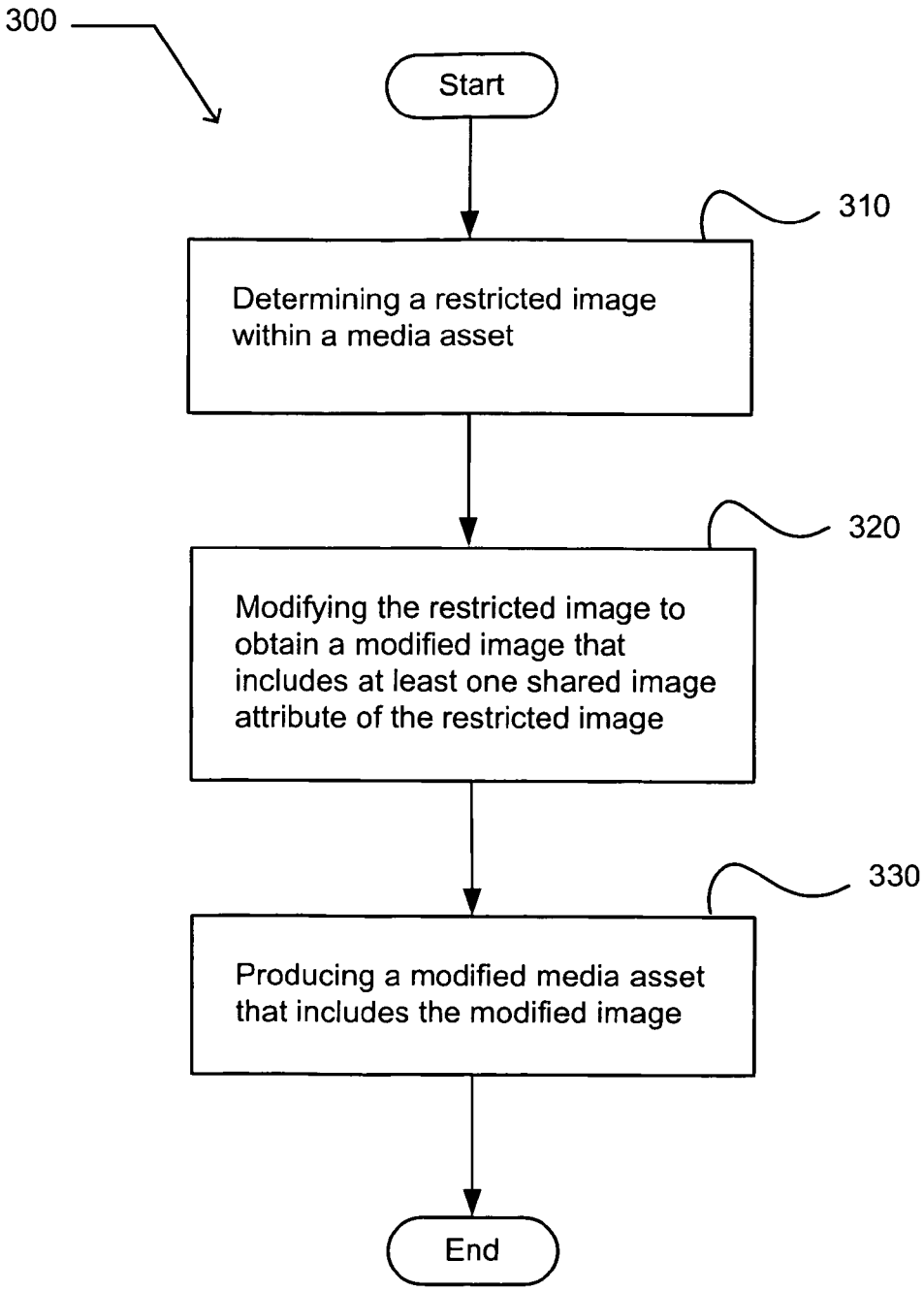

300
Start
310
Determining a restricted image within a media asset
320
Modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image
330
Producing a modified media asset that includes the modified image
End

FIG. 4

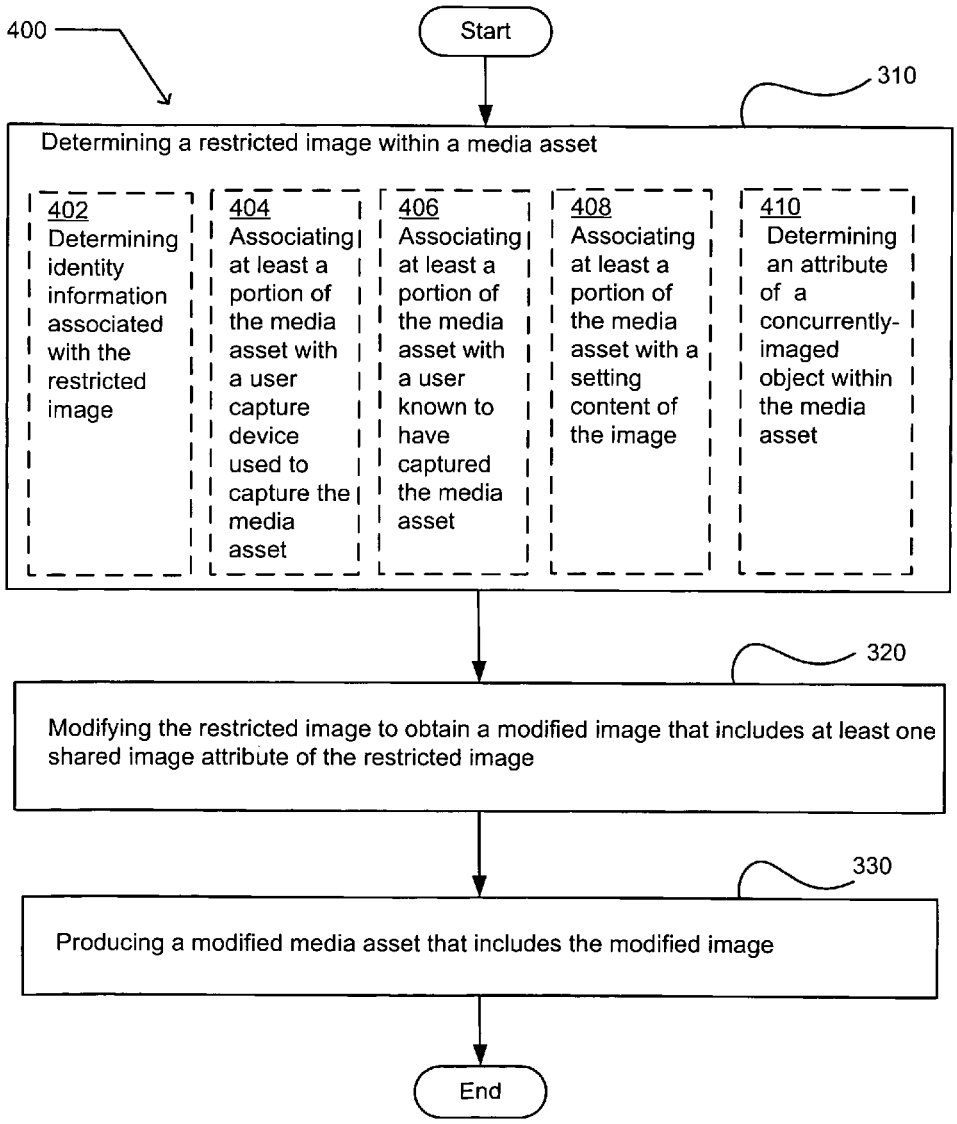

400
Start
310
Determining a restricted image within a media asset
402 Determining identity information associated with the restricted image
404 Associating at least a portion of the media asset with a user capture device used to capture the media asset
406 Associating at least a portion of the media asset with a user known to have captured the media asset
408 Associating at least a portion of the media asset with a setting content of the image
410 Determining an attribute of a concurrently-imaged object within the media asset
320
Modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image
330
Producing a modified media asset that includes the modified image
End

FIG. 5

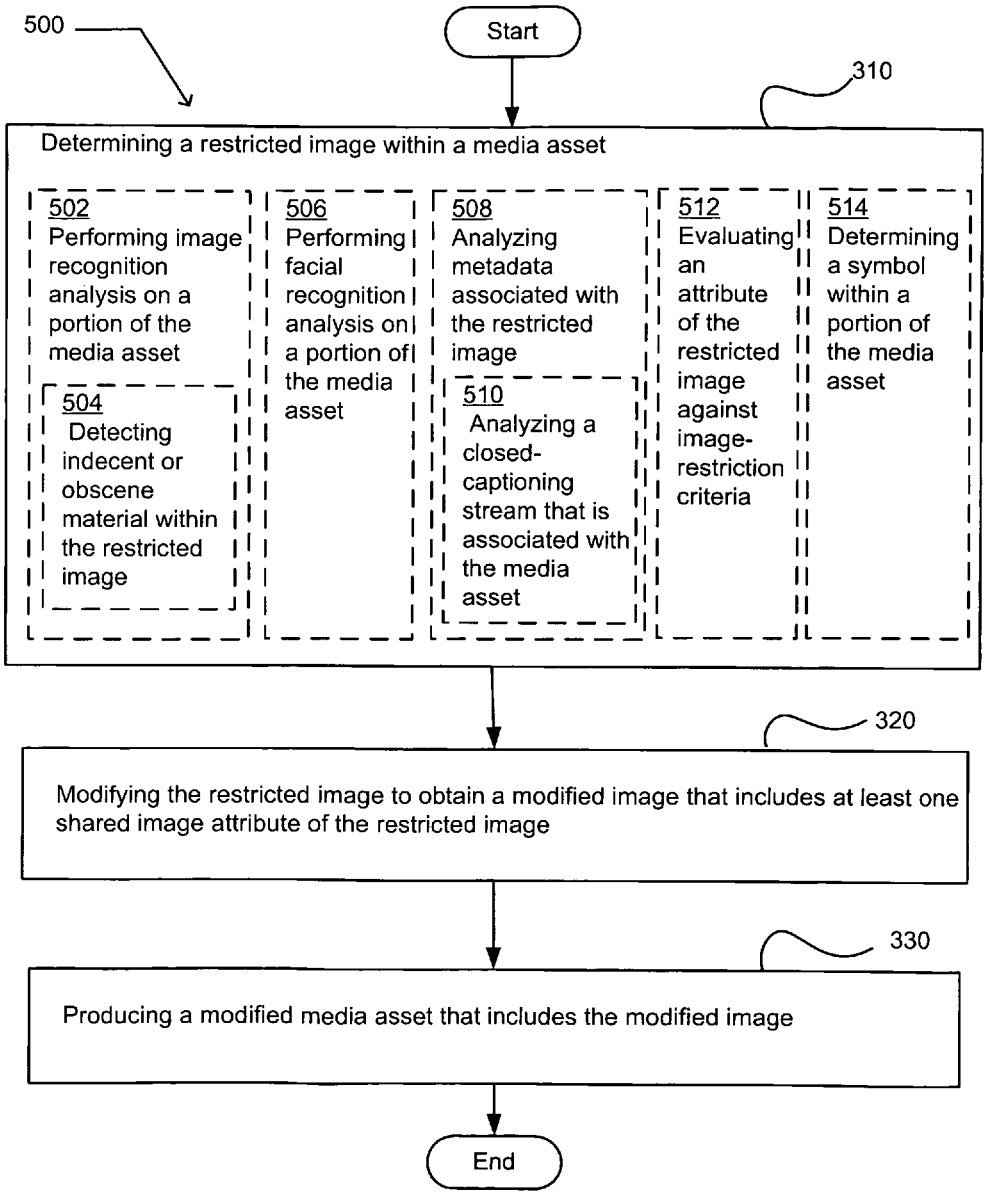

500
Start
310
Determining a restricted image within a media asset
502
Performing image recognition analysis on a portion of the media asset
504
Detecting indecent or obscene material within the restricted image
506
Performing facial recognition analysis on a portion of the media asset
508
Analyzing metadata associated with the restricted image
510
Analyzing a closed-captioning stream that is associated with the media asset
512
Evaluating an attribute of the restricted image against image-restriction criteria
514
Determining a symbol within a portion of the media asset
320
Modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image
330
Producing a modified media asset that includes the modified image
End

FIG. 6

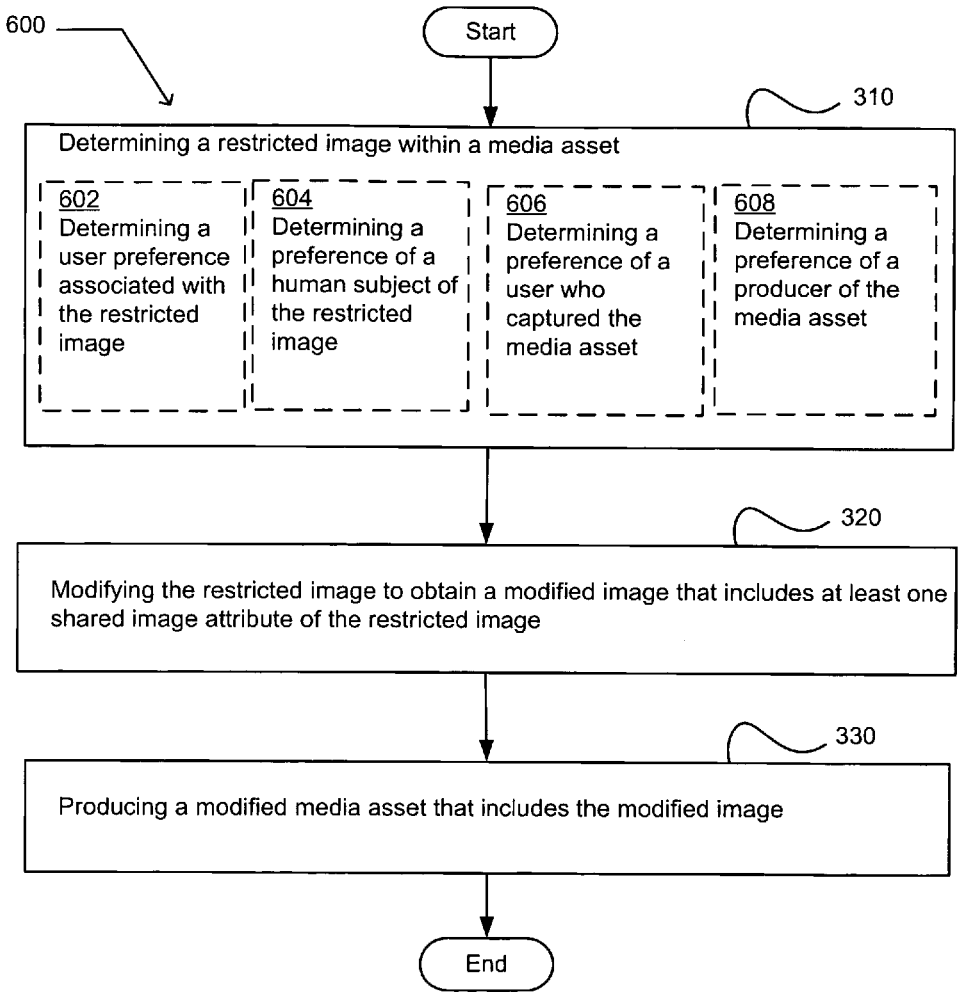

600
Start
310
Determining a restricted image within a media asset
602
Determining a user preference associated with the restricted image
604
Determining a preference of a human subject of the restricted image
606
Determining a preference of a user who captured the media asset
608
Determining a preference of a producer of the media asset
320
Modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image
330
Producing a modified media asset that includes the modified image
End

FIG. 7

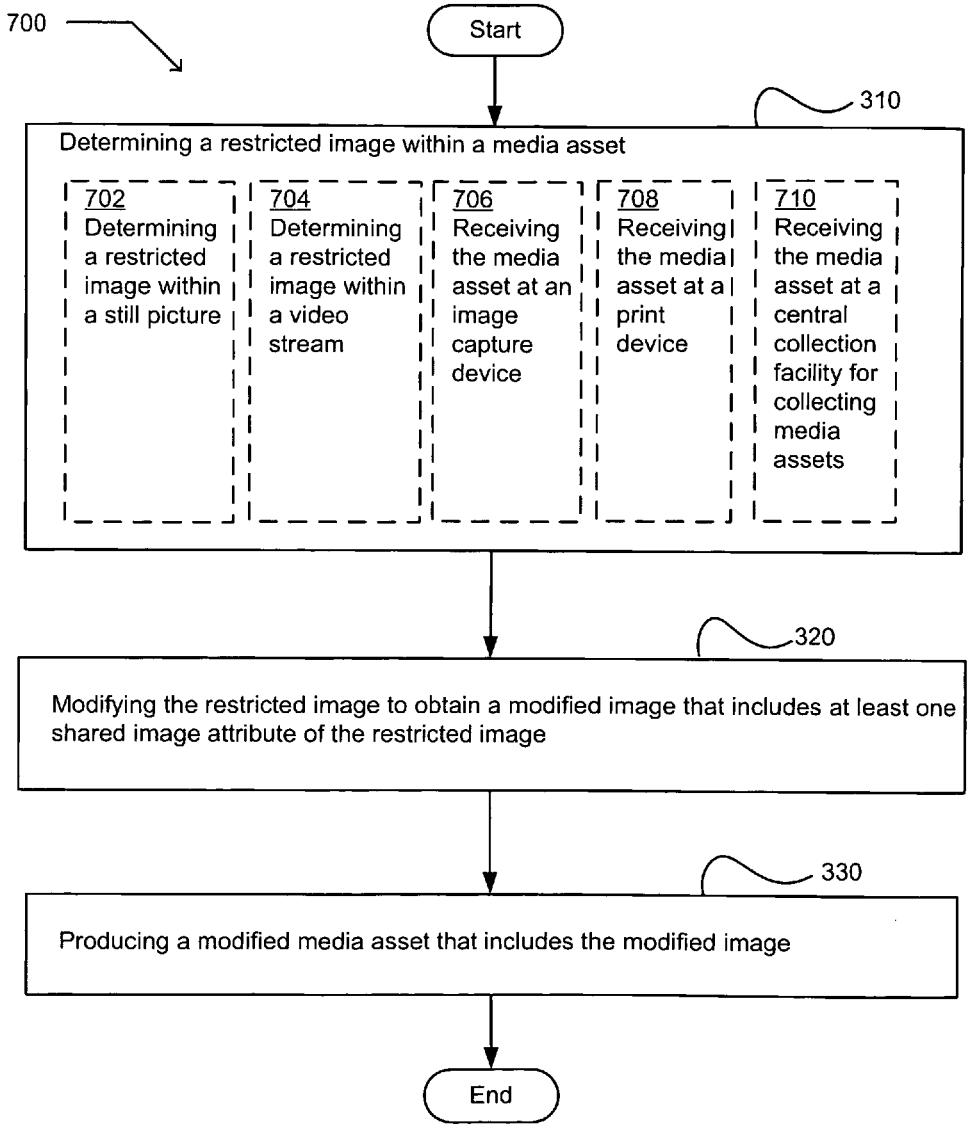

700
Start
310
Determining a restricted image within a media asset
702
Determining a restricted image within a still picture
704
Determining a restricted image within a video stream
706
Receiving the media asset at an image capture device
708
Receiving the media asset at a print device
710
Receiving the media asset at a central collection facility for collecting media assets
320
Modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image
330
Producing a modified media asset that includes the modified image
End

FIG. 8

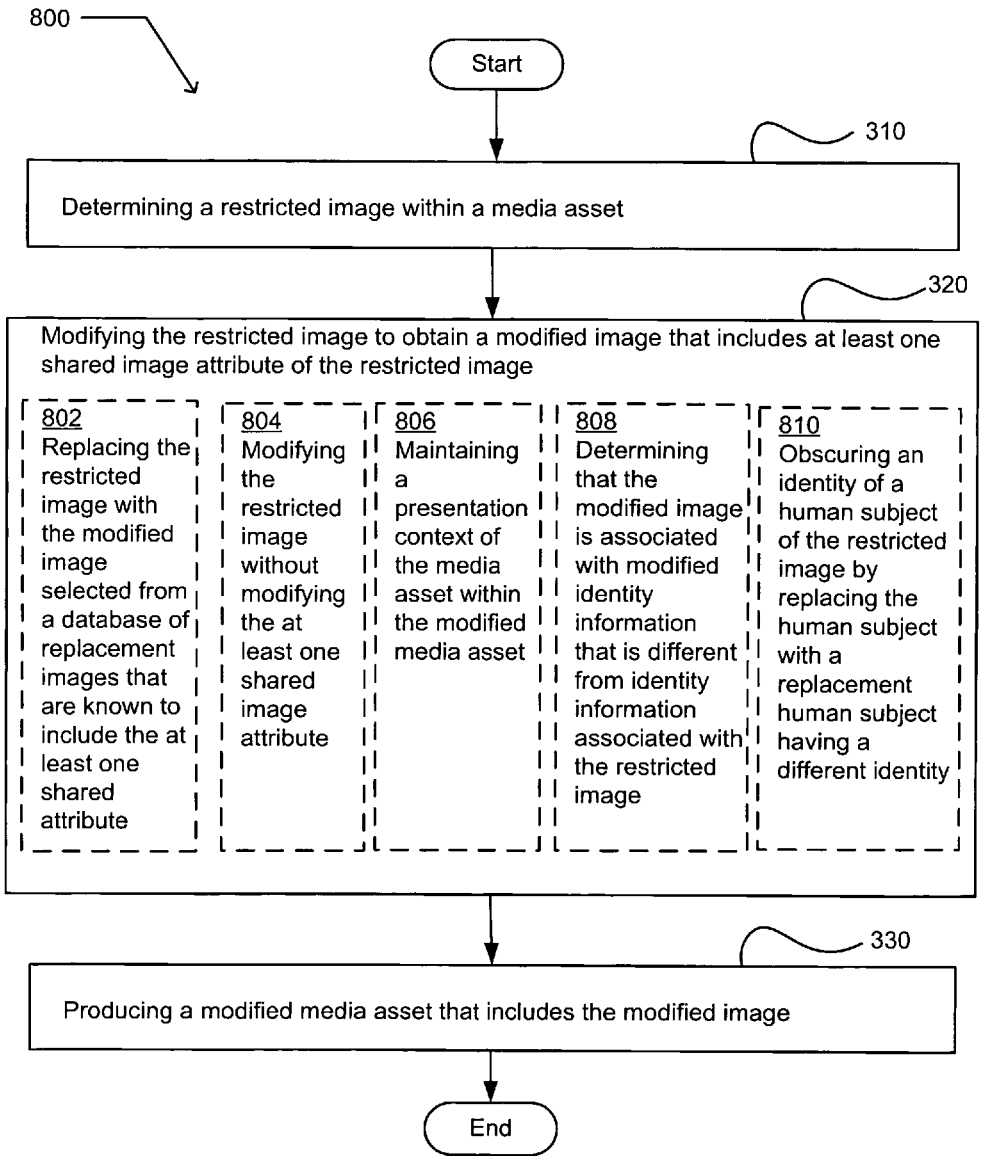

800
Start
310
Determining a restricted image within a media asset
320
Modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image
802 Replacing the restricted image with the modified image selected from a database of replacement images that are known to include the at least one shared attribute
804 Modifying the restricted image without modifying the at least one shared image attribute
806 Maintaining a presentation context of the media asset within the modified media asset
808 Determining that the modified image is associated with modified identity information that is different from identity information associated with the restricted image
810 Obscuring an identity of a human subject of the restricted image by replacing the human subject with a replacement human subject having a different identity
330
Producing a modified media asset that includes the modified image
End

FIG. 9

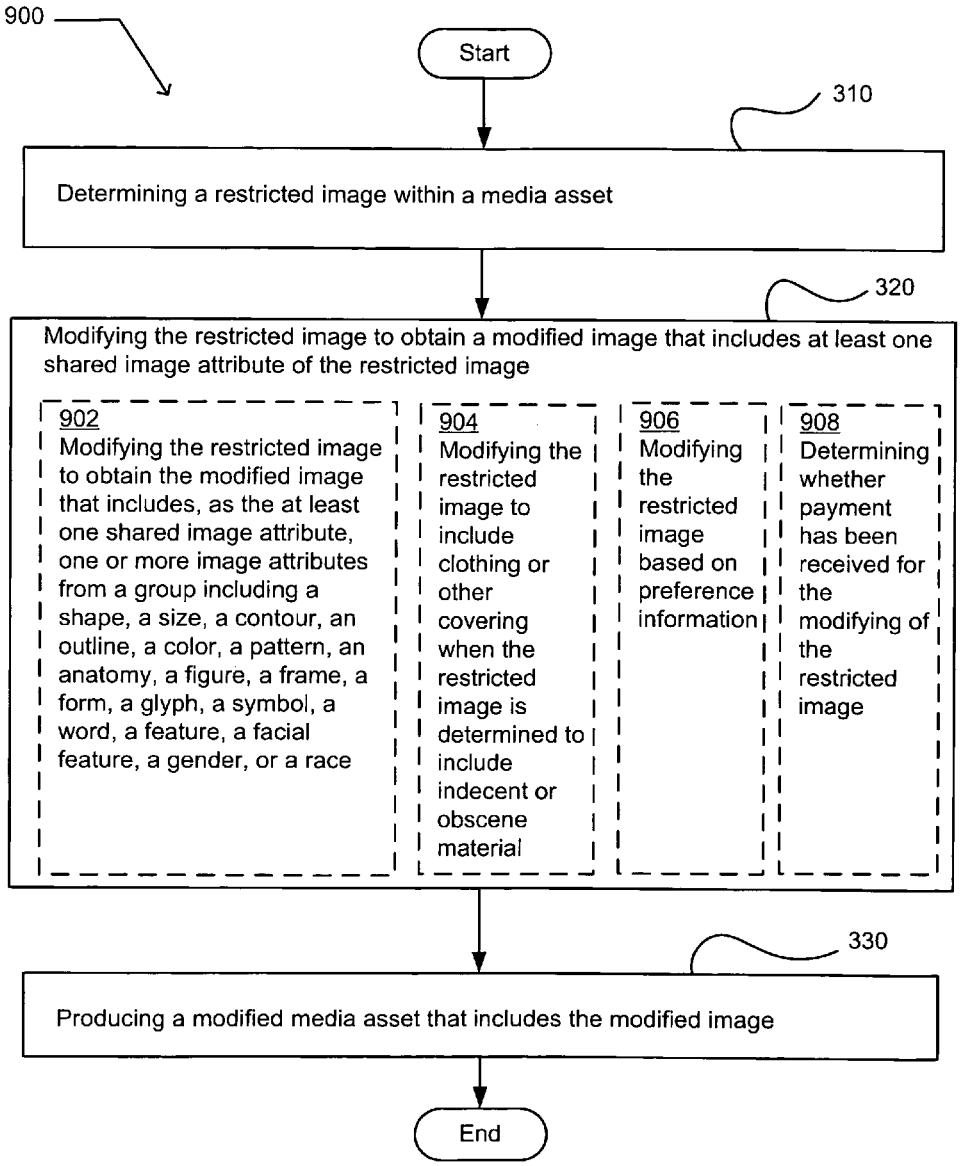

900
Start
310
Determining a restricted image within a media asset
320
Modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image
902
Modifying the restricted image to obtain the modified image that includes, as the at least one shared image attribute, one or more image attributes from a group including a shape, a size, a contour, an outline, a color, a pattern, an anatomy, a figure, a frame, a form, a glyph, a symbol, a word, a feature, a facial feature, a gender, or a race
904
Modifying the restricted image to include clothing or other covering when the restricted image is determined to include indecent or obscene material
906
Modifying the restricted image based on preference information
908
Determining whether payment has been received for the modifying of the restricted image
330
Producing a modified media asset that includes the modified image
End

FIG. 10

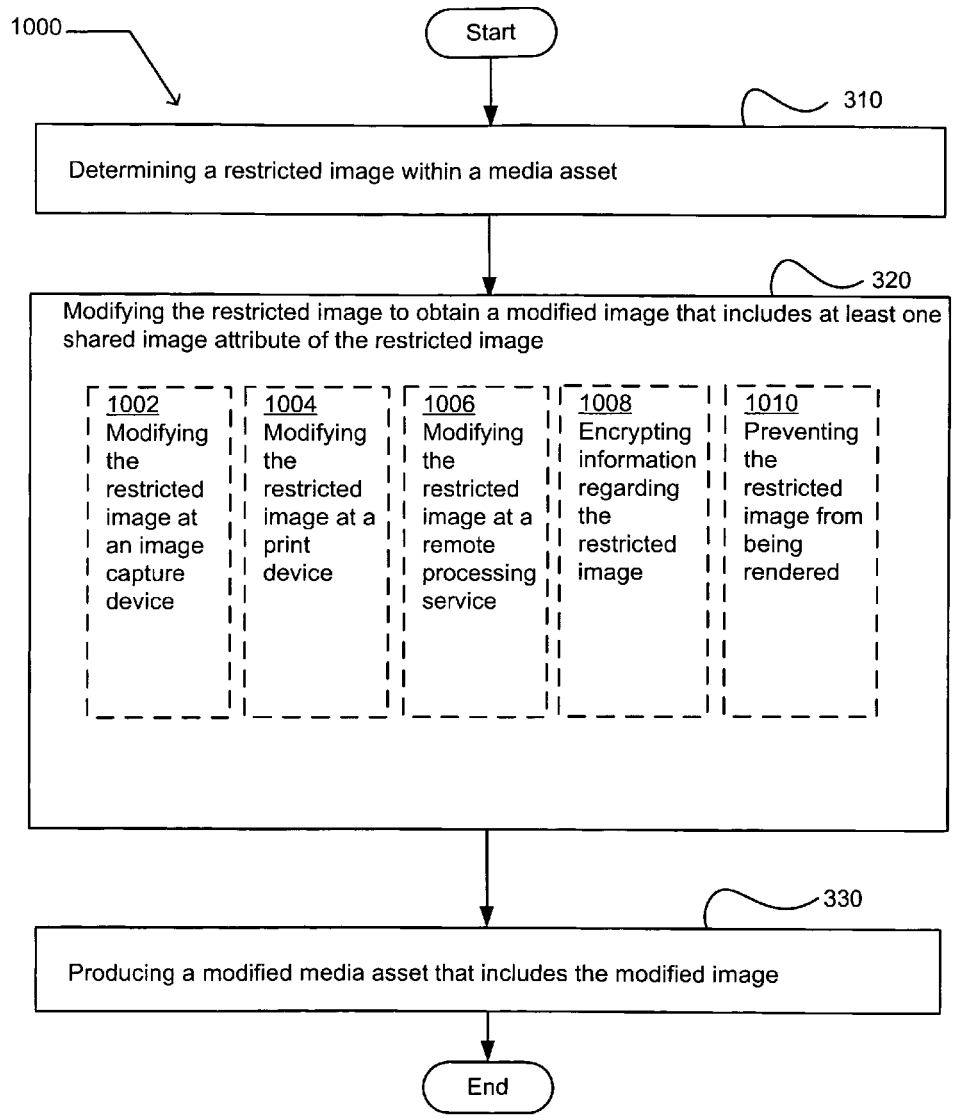

1000
Start
310
Determining a restricted image within a media asset
320
Modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image
1002 Modifying the restricted image at an image capture device
1004 Modifying the restricted image at a print device
1006 Modifying the restricted image at a remote processing service
1008 Encrypting information regarding the restricted image
1010 Preventing the restricted image from being rendered
330
Producing a modified media asset that includes the modified image
End

FIG. 11

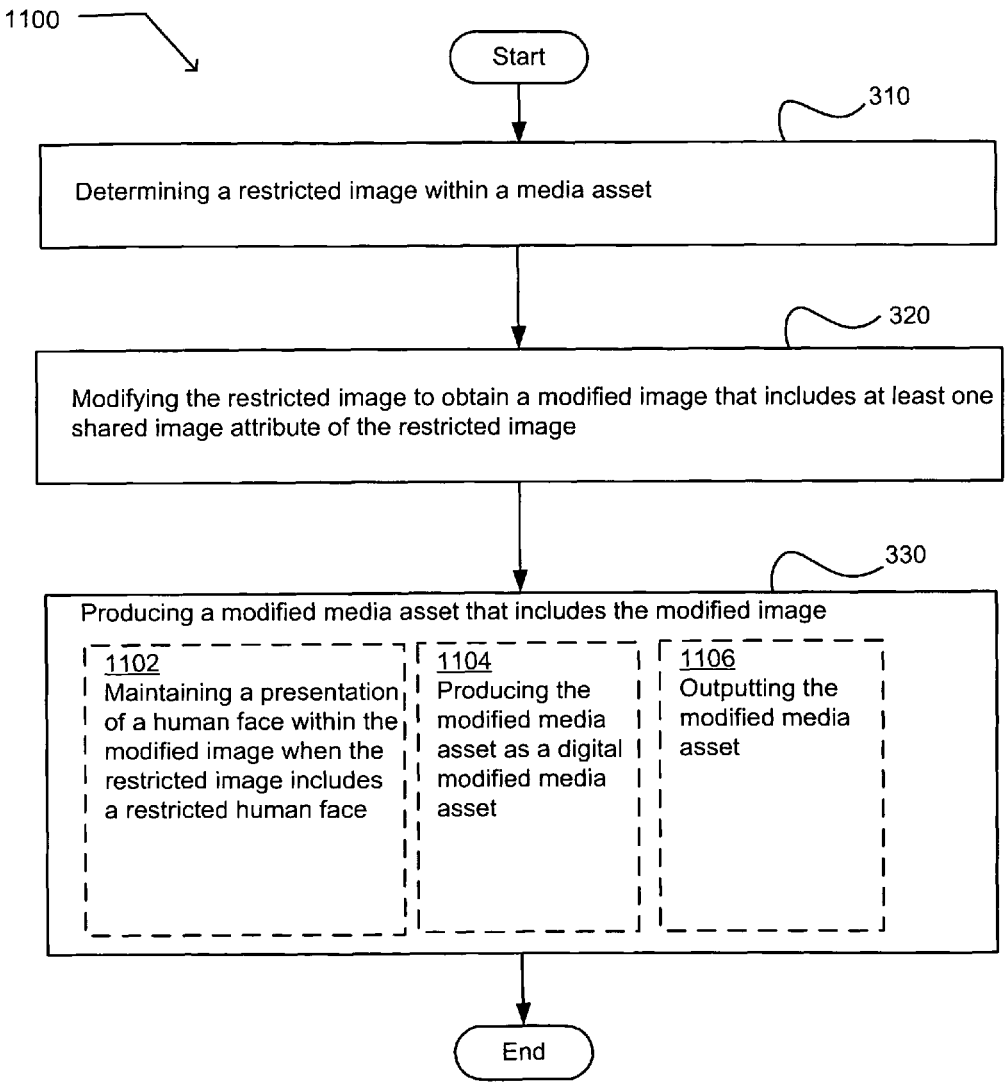

1100
Start
310
Determining a restricted image within a media asset
320
Modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image
330
Producing a modified media asset that includes the modified image
1102
Maintaining a presentation of a human face within the modified image when the restricted image includes a restricted human face
1104
Producing the modified media asset as a digital modified media asset
1106
Outputting the modified media asset
End

FIG. 12

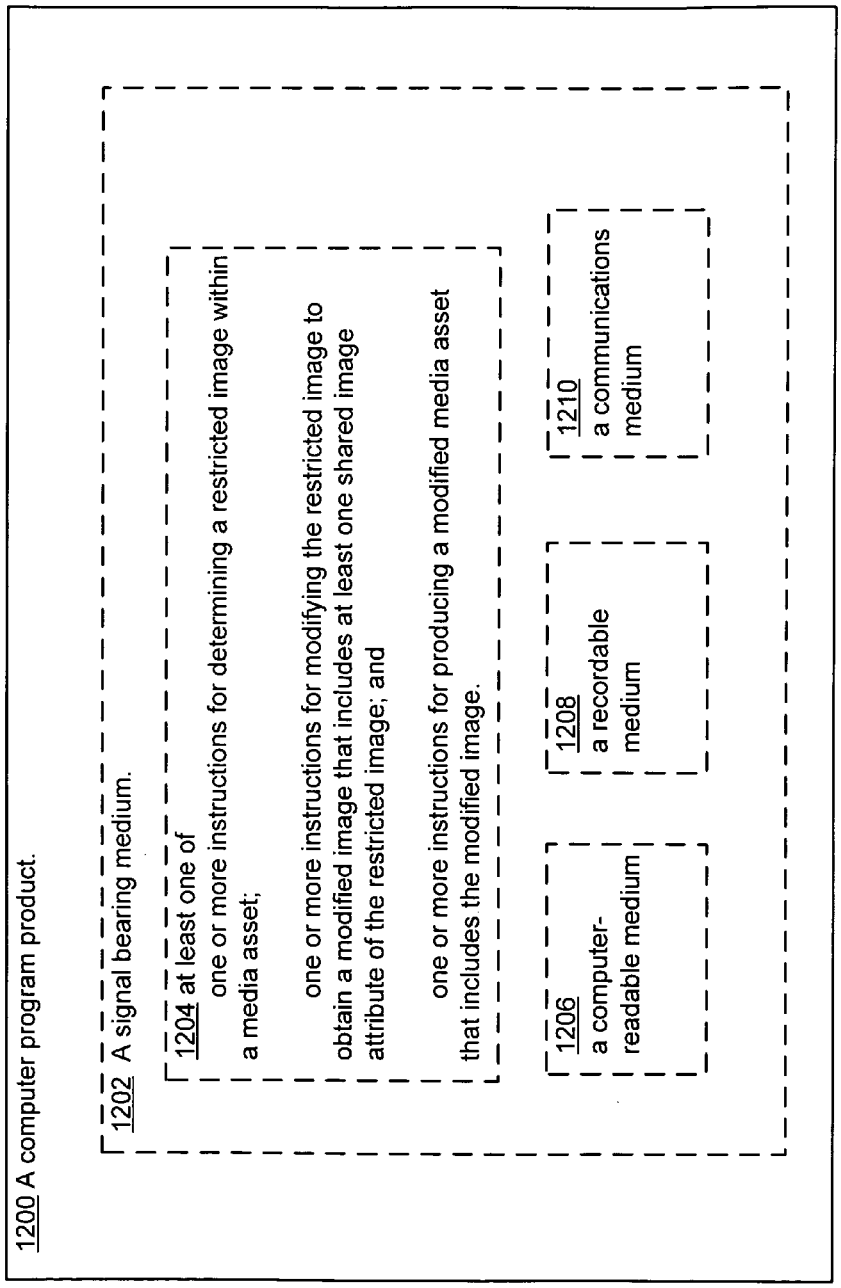

1200 A computer program product.
1202 A signal bearing medium.
1204 at least one of
one or more instructions for determining a restricted image within a media asset;
one or more instructions for modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image; and
one or more instructions for producing a modified media asset that includes the modified image.
1206 a computer-readable medium
1208 a recordable medium
1210 a communications medium

FIG. 13

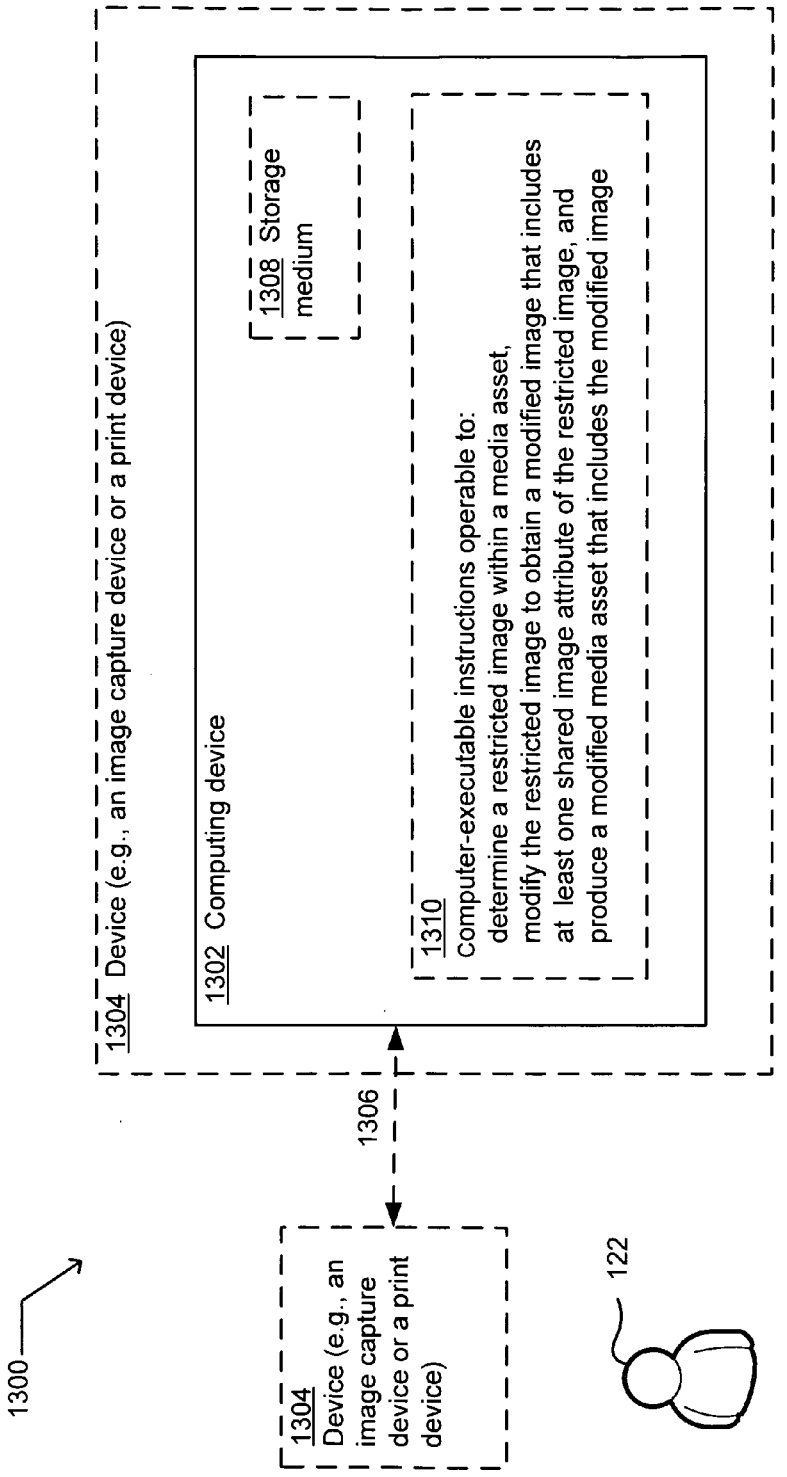

1300
1304 Device (e.g., an image capture device or a print device)
1306
1304 Device (e.g., an image capture device or a print device)
1302 Computing device
1308 Storage medium
1310
Computer-executable instructions operable to:
determine a restricted image within a media asset,
modify the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image, and
produce a modified media asset that includes the modified image
122

FIG. 14

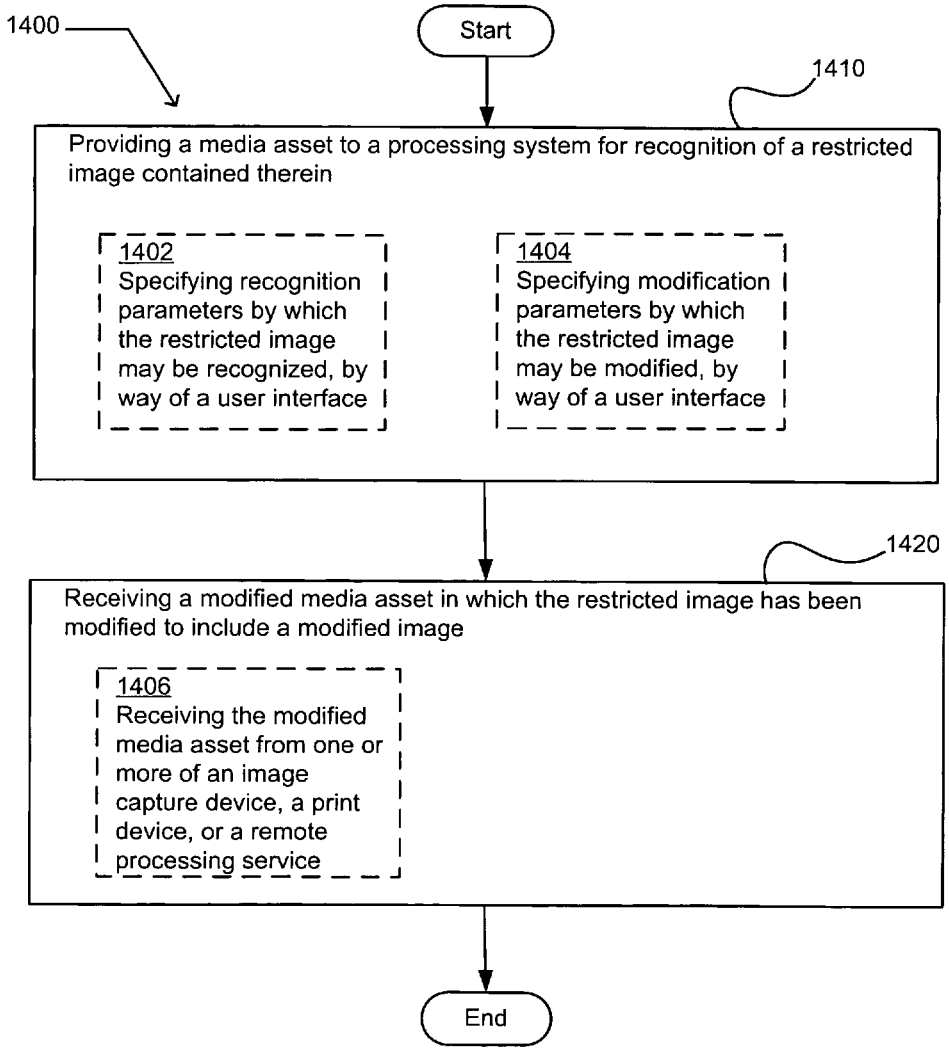

1400
Start
1410
Providing a media asset to a processing system for recognition of a restricted image contained therein
1402
Specifying recognition parameters by which the restricted image may be recognized, by way of a user interface
1404
Specifying modification parameters by which the restricted image may be modified, by way of a user interface
1420
Receiving a modified media asset in which the restricted image has been modified to include a modified image
1406
Receiving the modified media asset from one or more of an image capture device, a print device, or a remote processing service
End

FIG. 15

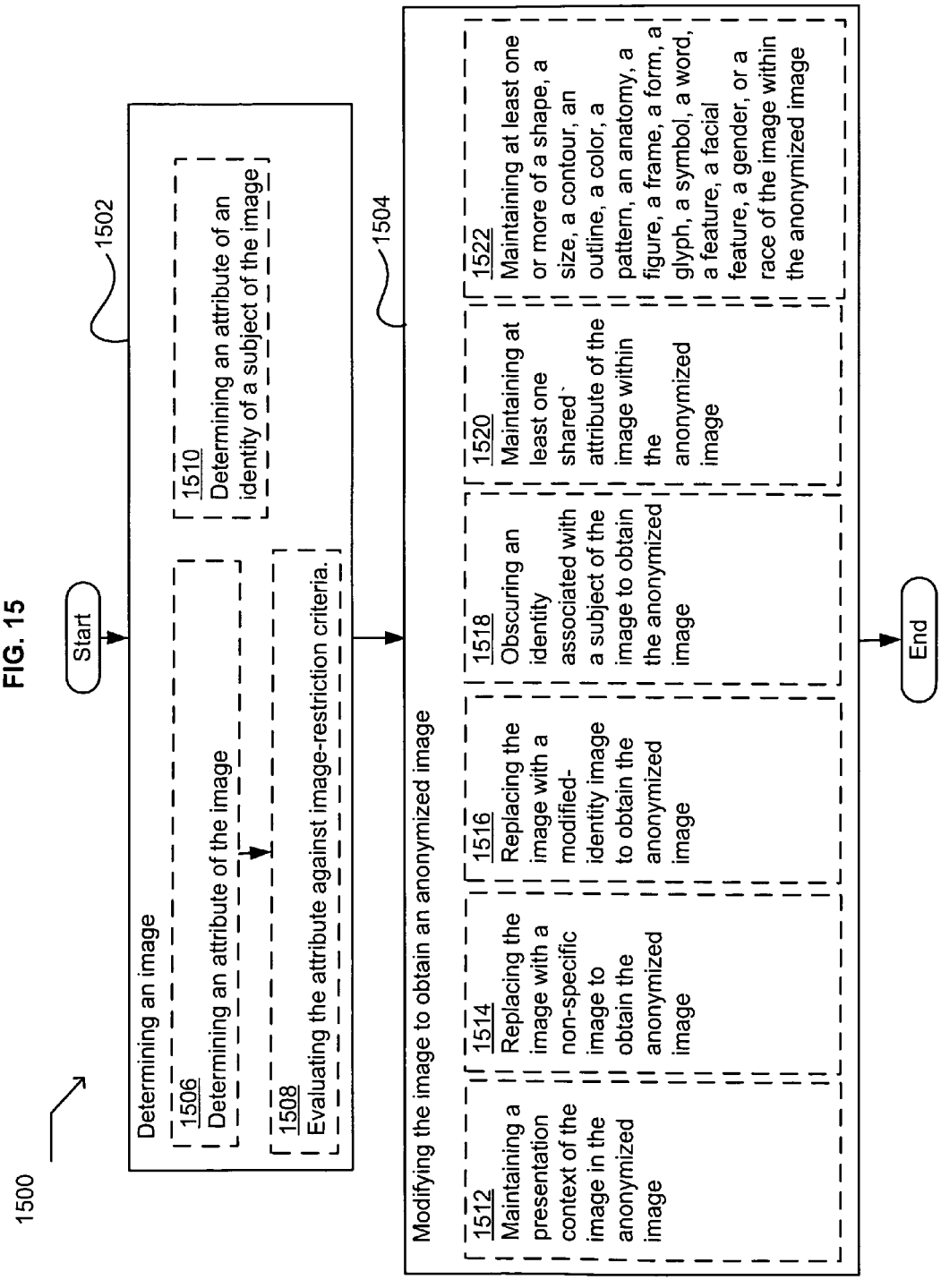
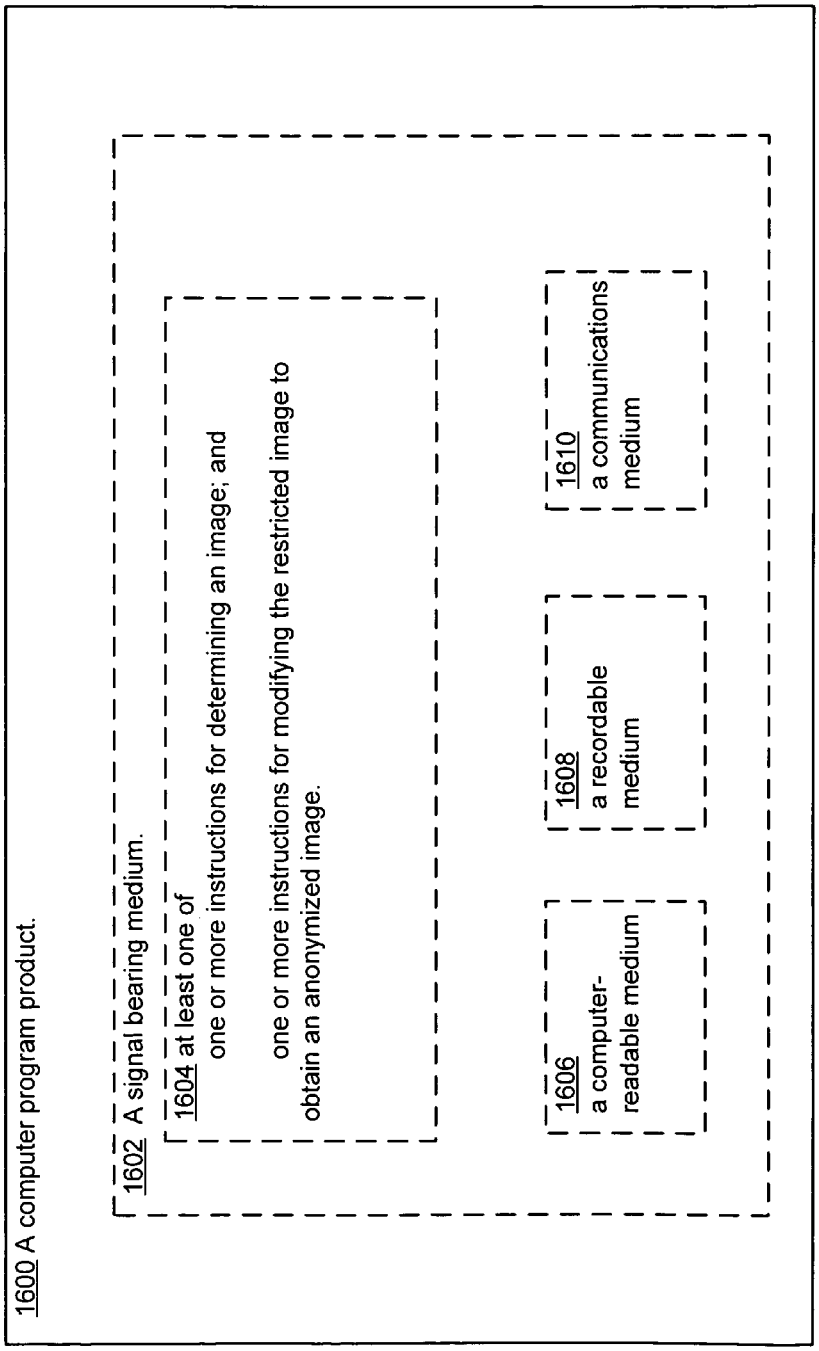

1500
Start
1502
Determining an image
1506
Determining an attribute of the image
1508
Evaluating the attribute against image-restriction criteria.
1510
Determining an attribute of an identity of a subject of the image
1504
Modifying the image to obtain an anonymized image
1512
Maintaining a presentation context of the image in the anonymized image
1514
Replacing the image with a non-specific image to obtain the anonymized image
1516
Replacing the image with a modified-identity image to obtain the anonymized image
1518
Obscuring an identity associated with a subject of the image to obtain the anonymized image
1520
Maintaining at least one shared attribute of the image within the anonymized image
1522
Maintaining at least one or more of a shape, a size, a contour, an outline, a color, a pattern, an anatomy, a figure, a frame, a form, a glyph, a symbol, a word, a feature, a facial feature, a gender, or a race of the image within the anonymized image
End

FIG. 16


1600 A computer program product.
1602 A signal bearing medium.
1604 at least one of
one or more instructions for determining an image; and
one or more instructions for modifying the restricted image to obtain an anonymized image.
1606
a computer-readable medium
1608
a recordable medium
1610
a communications medium

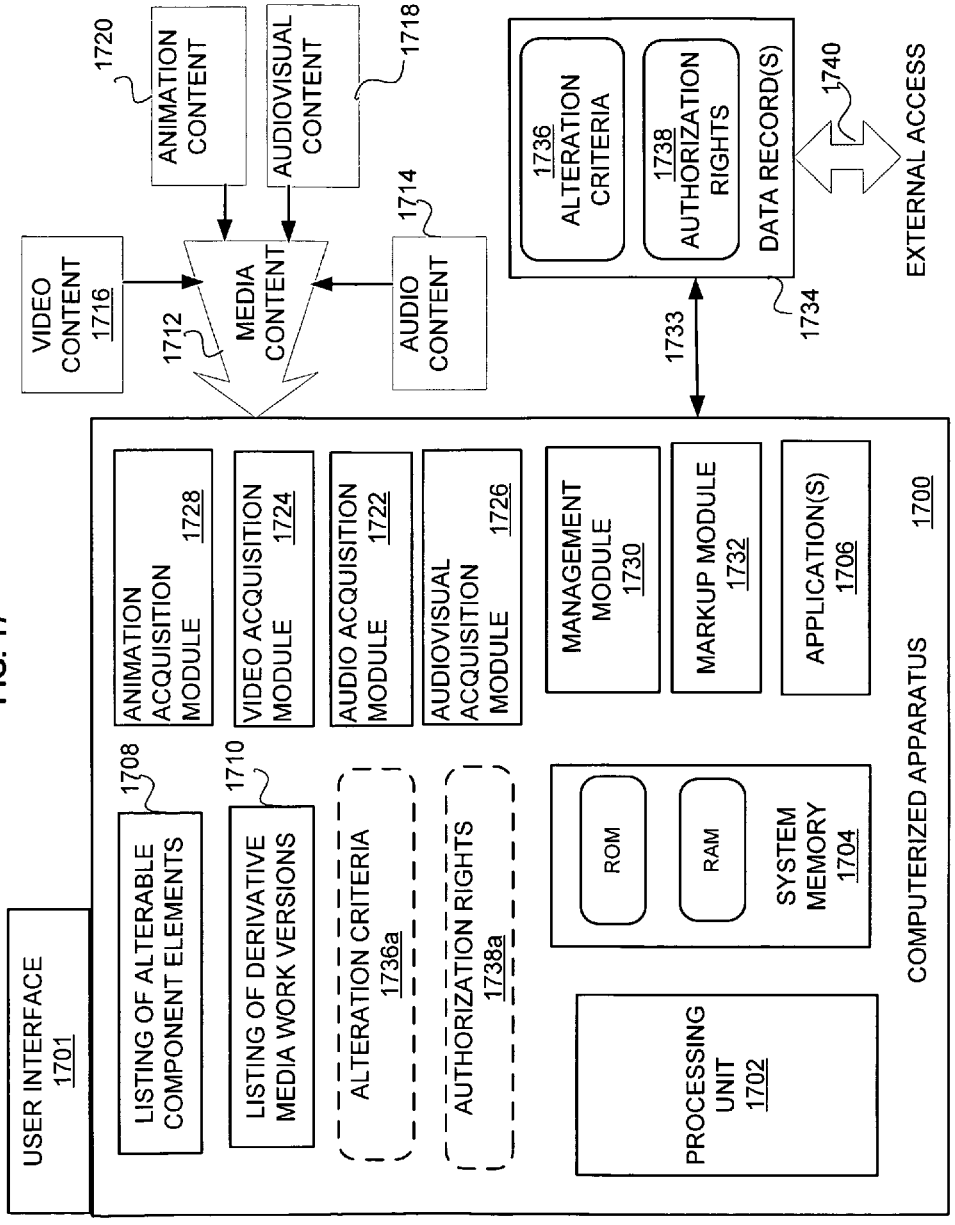

USER INTERFACE 1701
COMPUTERIZED APPARATUS 1700
PROCESSING UNIT 1702
SYSTEM MEMORY 1704
ROM
RAM
APPLICATION(S) 1706
MARKUP MODULE 1732
MANAGEMENT MODULE 1730
ANIMATION ACQUISITION MODULE 1728
VIDEO ACQUISITION MODULE 1724
AUDIO ACQUISITION MODULE 1722
AUDIOVISUAL ACQUISITION MODULE 1726
LISTING OF ALTERABLE COMPONENT ELEMENTS 1708
LISTING OF DERIVATIVE MEDIA WORK VERSIONS 1710
ALTERATION CRITERIA 1736a
AUTHORIZATION RIGHTS 1738a
VIDEO CONTENT 1716
MEDIA CONTENT 1712
ANIMATION CONTENT 1720
AUDIOVISUAL CONTENT 1718
AUDIO CONTENT 1714
1733
DATA RECORD(S) 1734
1736 ALTERATION CRITERIA
1738 AUTHORIZATION RIGHTS
1740
EXTERNAL ACCESS

FIG. 17

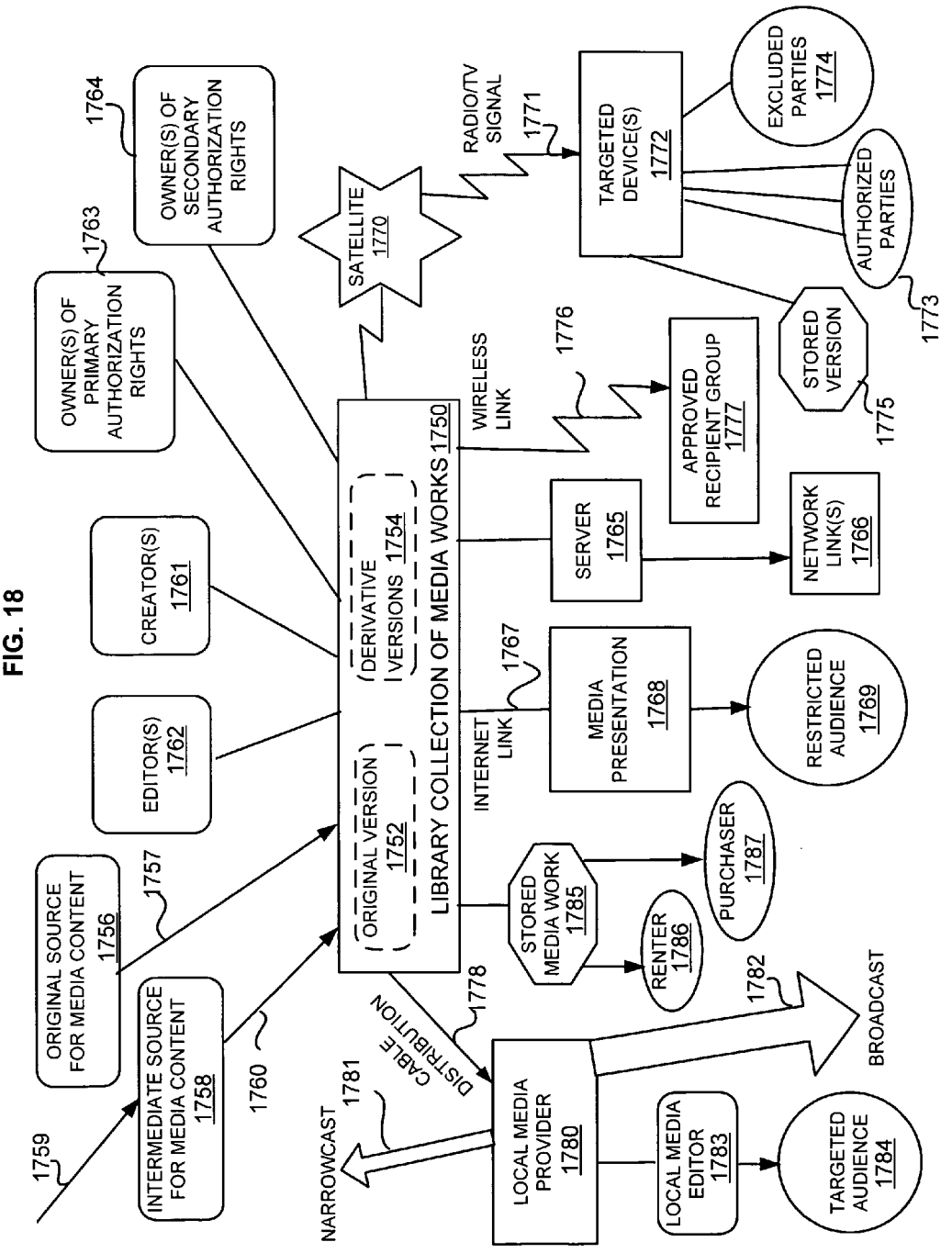

1759
ORIGINAL SOURCE FOR MEDIA CONTENT 1756
INTERMEDIATE SOURCE FOR MEDIA CONTENT 1758
1757
1760
EDITOR(S) 1762
CREATOR(S) 1761
OWNER(S) OF PRIMARY AUTHORIZATION RIGHTS
1763
OWNER(S) OF SECONDARY AUTHORIZATION RIGHTS
1764
LIBRARY COLLECTION OF MEDIA WORKS 1750
ORIGINAL VERSION 1752
DERIVATIVE VERSIONS 1754
SATELLITE 1770
RADIO/TV SIGNAL 1771
TARGETED DEVICE(S) 1772
EXCLUDED PARTIES 1774
AUTHORIZED PARTIES
1773
STORED VERSION
1775
WIRELESS LINK
1776
APPROVED RECIPIENT GROUP 1777
SERVER 1765
NETWORK LINK(S) 1766
INTERNET LINK
1767
MEDIA PRESENTATION 1768
RESTRICTED AUDIENCE 1769
STORED MEDIA WORK 1785
RENTER 1786
PURCHASER 1787
1778
CABLE DISTRIBUTION
1782
BROADCAST
NARROWCAST
1781
LOCAL MEDIA PROVIDER 1780
LOCAL MEDIA EDITOR 1783
TARGETED AUDIENCE 1784

FIG. 18

FIG. 19

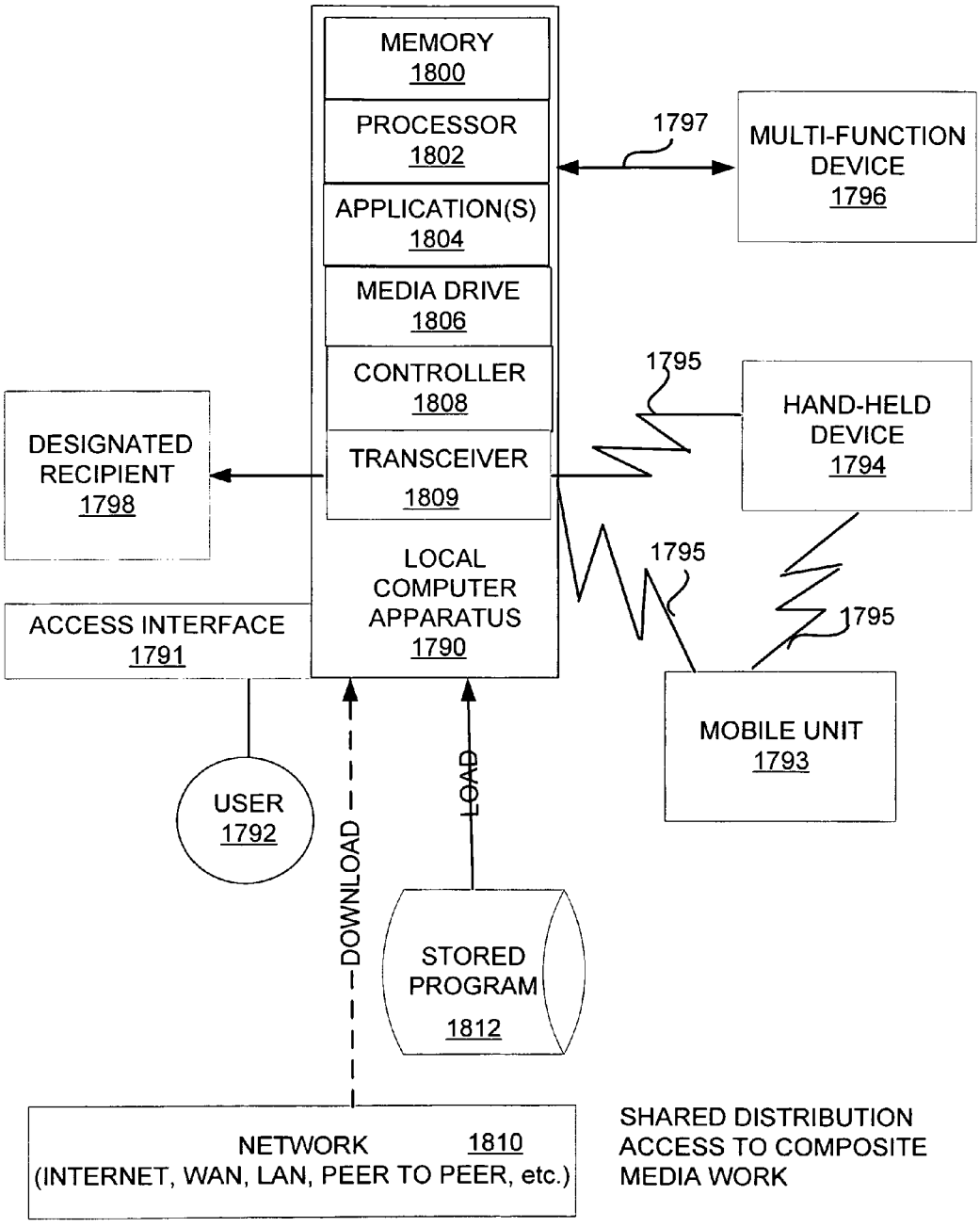
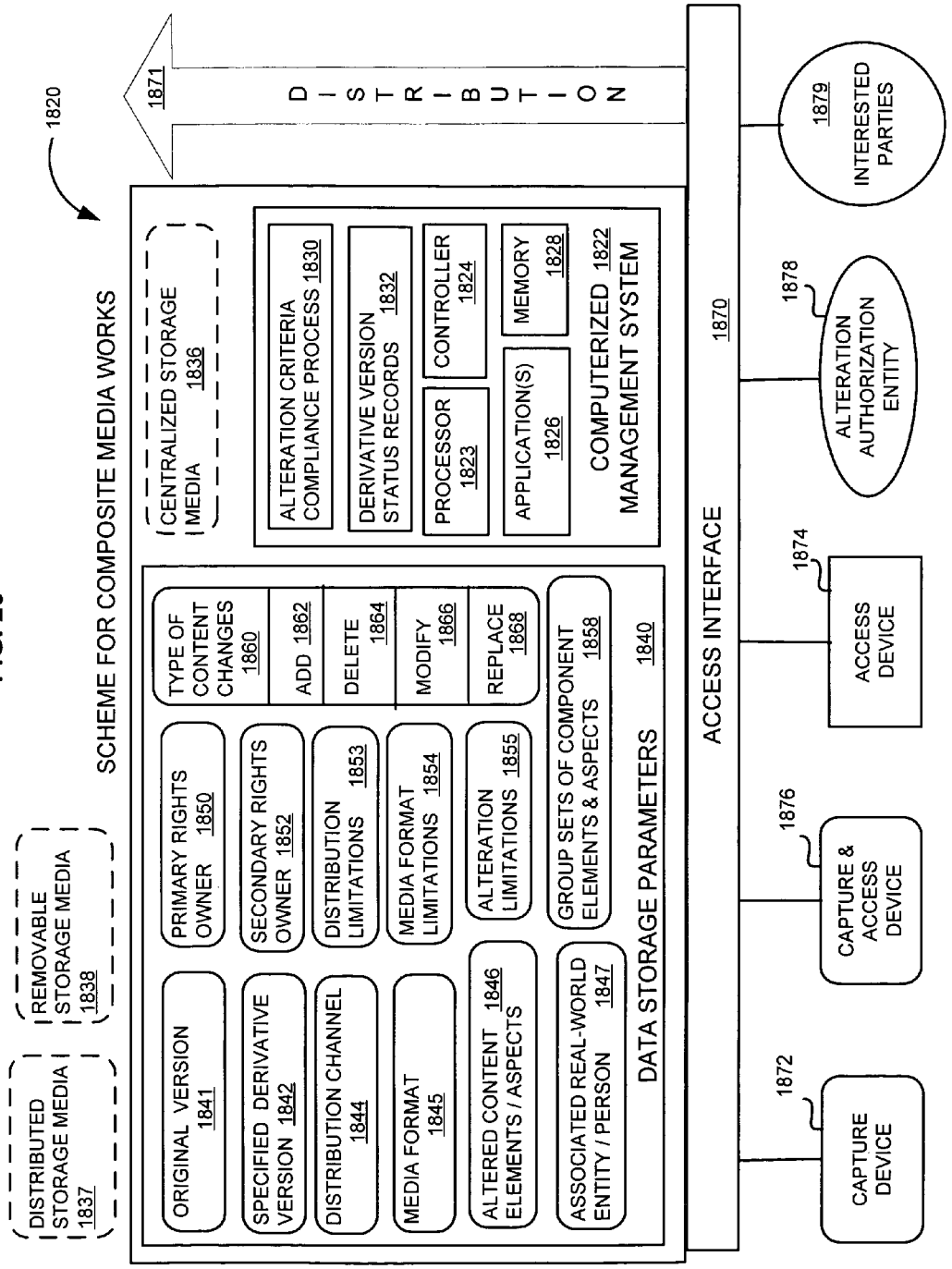

MEMORY
1800
PROCESSOR
1802
APPLICATION(S)
1804
MEDIA DRIVE
1806
CONTROLLER
1808
TRANSCEIVER
1809
LOCAL COMPUTER APPARATUS
1790
1797
MULTI-FUNCTION DEVICE
1796
1795
HAND-HELD DEVICE
1794
1795
1795
DESIGNATED RECIPIENT
1798
ACCESS INTERFACE
1791
MOBILE UNIT
1793
USER
1792
DOWNLOAD
LOAD
STORED PROGRAM
1812
NETWORK
1810
(INTERNET, WAN, LAN, PEER TO PEER, etc.)
SHARED DISTRIBUTION ACCESS TO COMPOSITE MEDIA WORK

FIG. 20


1820
SCHEME FOR COMPOSITE MEDIA WORKS
1871
DISTRIBUTION
DISTRIBUTED STORAGE MEDIA 1837
REMOVABLE STORAGE MEDIA 1838
CENTRALIZED STORAGE MEDIA 1836
ORIGINAL VERSION 1841
SPECIFIED DERIVATIVE VERSION 1842
DISTRIBUTION CHANNEL 1844
MEDIA FORMAT 1845
ALTERED CONTENT ELEMENTS / ASPECTS 1846
ASSOCIATED REAL-WORLD ENTITY / PERSON 1847
PRIMARY RIGHTS OWNER 1850
SECONDARY RIGHTS OWNER 1852
DISTRIBUTION LIMITATIONS 1853
MEDIA FORMAT LIMITATIONS 1854
ALTERATION LIMITATIONS 1855
TYPE OF CONTENT CHANGES 1860
ADD 1862
DELETE 1864
MODIFY 1866
REPLACE 1868
GROUP SETS OF COMPONENT ELEMENTS & ASPECTS 1858
DATA STORAGE PARAMETERS 1840
ALTERATION CRITERIA COMPLIANCE PROCESS 1830
DERIVATIVE VERSION STATUS RECORDS 1832
PROCESSOR 1823
CONTROLLER 1824
APPLICATION(S) 1826
MEMORY 1828
COMPUTERIZED MANAGEMENT SYSTEM 1822
ACCESS INTERFACE 1870
1872
CAPTURE DEVICE
1876
CAPTURE & ACCESS DEVICE
1874
ACCESS DEVICE
1878
ALTERATION AUTHORIZATION ENTITY
1879
INTERESTED PARTIES

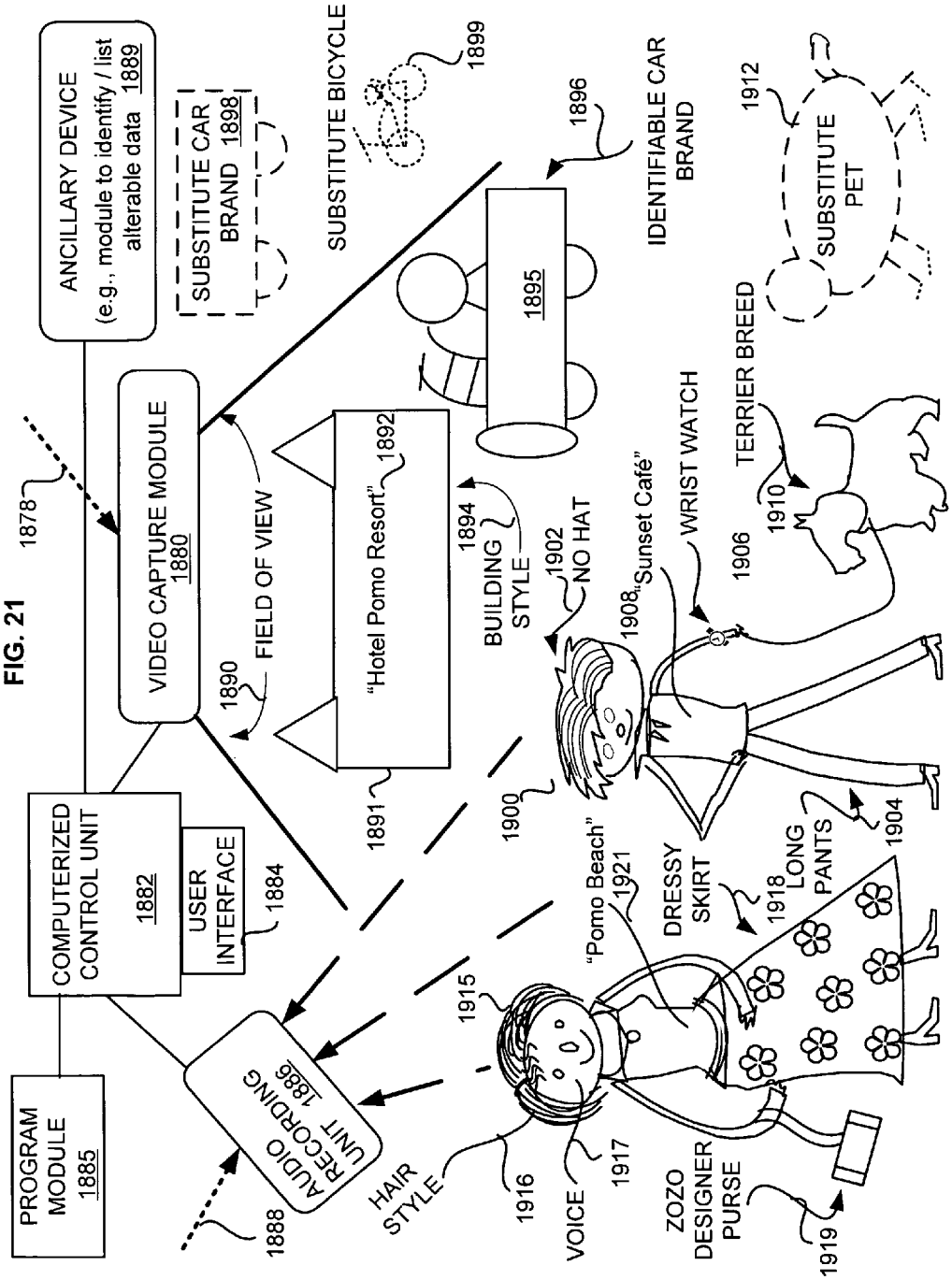
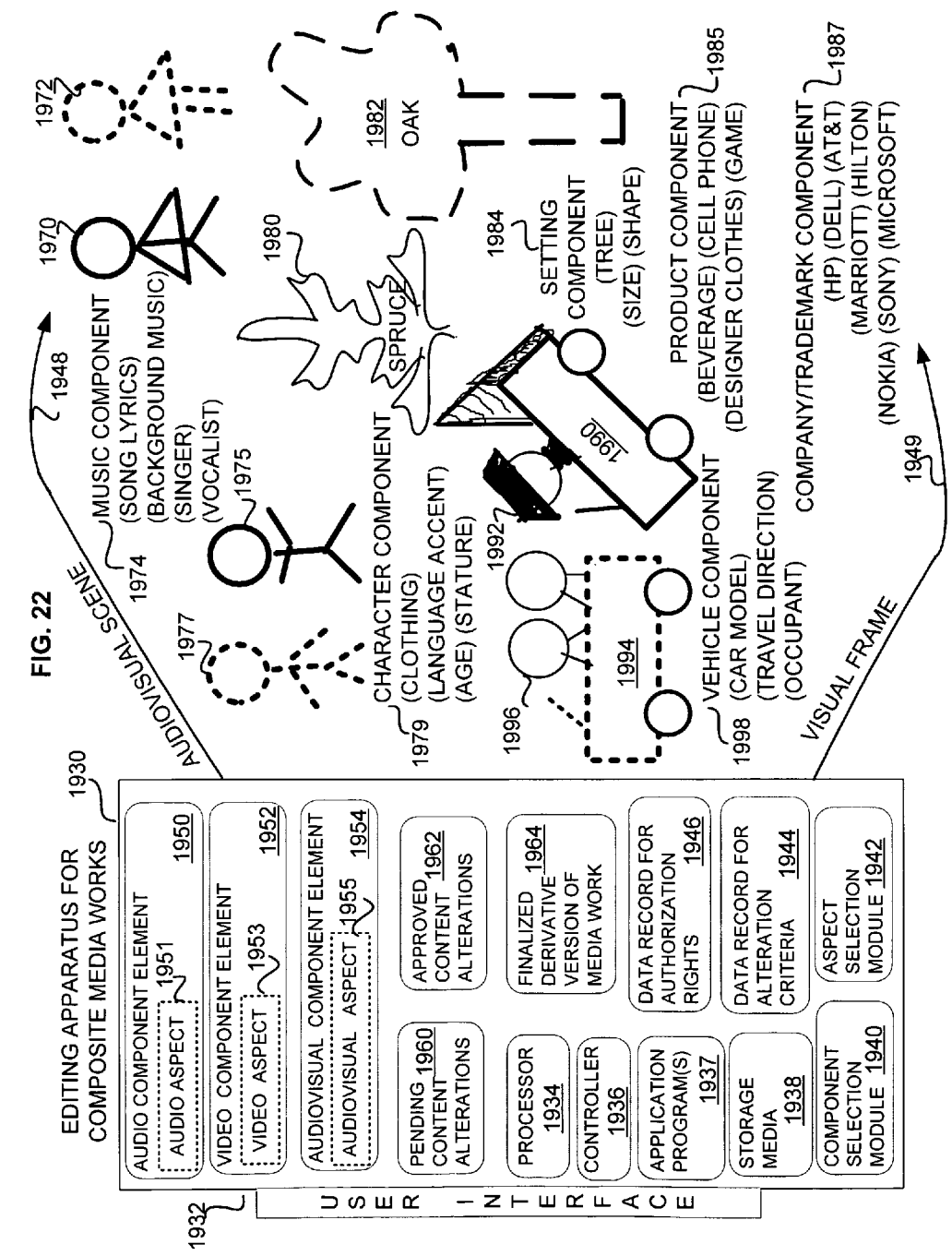


FIG. 21
1878
ANCILLARY DEVICE (e.g., module to identify / list alterable data 1889)
SUBSTITUTE CAR BRAND 1898
SUBSTITUTE BICYCLE
1899
VIDEO CAPTURE MODULE 1880
1890
FIELD OF VIEW
"Hotel Pomo Resort"
1892
1891
1894
BUILDING STYLE
1895
1896
IDENTIFIABLE CAR BRAND
1912
SUBSTITUTE PET
TERRIER BREED
1910
1906
WRIST WATCH
1908
"Sunset Café"
1902
NO HAT
1900
COMPUTERIZED CONTROL UNIT 1882
USER INTERFACE 1884
PROGRAM MODULE 1885
AUDIO RECORDING UNIT 1886
1888
HAIR STYLE
1916
1915
VOICE
1917
"Pomo Beach" 1921
DRESSY SKIRT
1918
LONG PANTS
1904
ZOZO DESIGNER PURSE
1919

FIG. 22


EDITING APPARATUS FOR COMPOSITE MEDIA WORKS
1930
AUDIO COMPONENT ELEMENT
AUDIO ASPECT 1951
1950
VIDEO COMPONENT ELEMENT
VIDEO ASPECT 1953
1952
AUDIOVISUAL COMPONENT ELEMENT
AUDIOVISUAL ASPECT 1955
1954
PENDING 1960 CONTENT ALTERATIONS
APPROVED 1962 CONTENT ALTERATIONS
PROCESSOR 1934
FINALIZED 1964 DERIVATIVE VERSION OF MEDIA WORK
CONTROLLER 1936
APPLICATION PROGRAM(S) 1937
DATA RECORD FOR AUTHORIZATION RIGHTS 1946
STORAGE MEDIA 1938
DATA RECORD FOR ALTERATION CRITERIA 1944
COMPONENT SELECTION MODULE 1940
ASPECT SELECTION MODULE 1942
USER INTERFACE
1932
AUDIOVISUAL SCENE
1948
VISUAL FRAME
1949
1970
MUSIC COMPONENT
(SONG LYRICS)
(BACKGROUND MUSIC)
(SINGER)
(VOCALIST)
1974
1975
1977
1972
1980
1982
OAK
SPRUCE
CHARACTER COMPONENT
(CLOTHING)
(LANGUAGE ACCENT)
(AGE) (STATURE)
1979
1984
SETTING COMPONENT
(TREE)
(SIZE) (SHAPE)
1990
1992
1994
1996
VEHICLE COMPONENT
(CAR MODEL)
(TRAVEL DIRECTION)
(OCCUPANT)
1998
PRODUCT COMPONENT
(BEVERAGE) (CELL PHONE)
(DESIGNER CLOTHES) (GAME)
1985
COMPANY/TRADEMARK COMPONENT
(HP) (DELL) (AT&T)
(MARRIOTT) (HILTON)
(NOKIA) (SONY) (MICROSOFT)
1987

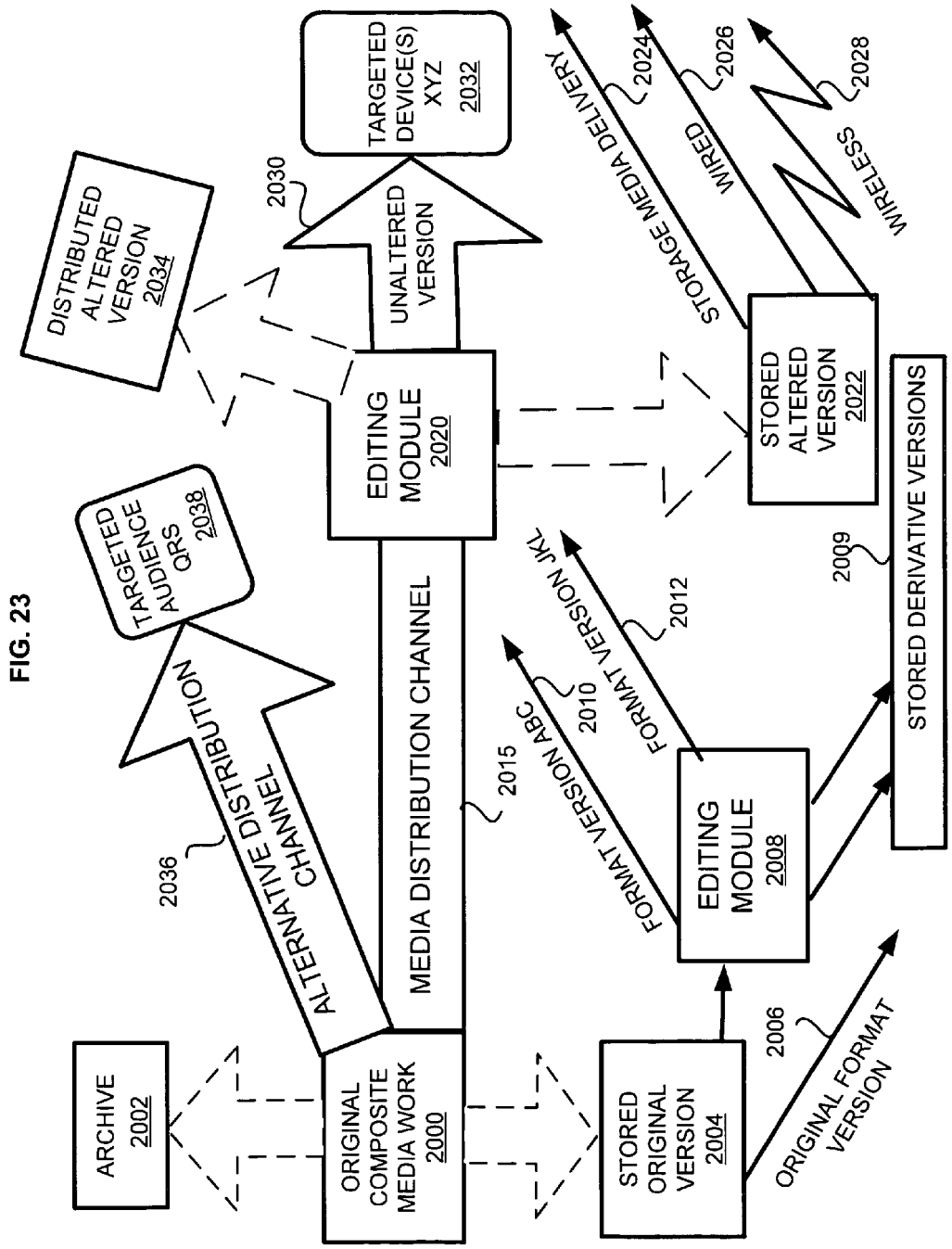

ARCHIVE 2002
ORIGINAL COMPOSITE MEDIA WORK 2000
STORED ORIGINAL VERSION 2004
ORIGINAL FORMAT VERSION
2006
EDITING MODULE 2008
FORMAT VERSION ABC
2010
FORMAT VERSION JKL
2012
STORED DERIVATIVE VERSIONS
2009
MEDIA DISTRIBUTION CHANNEL
2015
ALTERNATIVE DISTRIBUTION CHANNEL
2036
TARGETED AUDIENCE QRS 2038
EDITING MODULE 2020
STORED ALTERED VERSION 2022
STORAGE MEDIA DELIVERY
2024
WIRED
2026
WIRELESS
2028
UNALTERED VERSION
2030
TARGETED DEVICE(S) XYZ 2032
DISTRIBUTED ALTERED VERSION 2034

FIG. 23

FIG. 24

2040 FEASIBLE CONTENT ALTERATIONS

COMPONENT ELEMENT 2042	DESIGNATED ALTERABLE ASPECTS 2044	
MUSIC 2046	(SONG LYRICS) (BACKGROUND MUSIC) (VOCALIST) (INSTRUMENTS)	2048
SETTING 2050	(BEACH) (APARTMENT) (HOTEL) (URBAN) (AIRPORT) (COLLEGE) (STORE)	2052
HERO 2054	(AGE) (STATURE) (HAIR STYLE) (ETHNIC GROUP) (ACCENT) (AFFLUENCE)	2056
HEROINE 2058	(AGE) (PERSONALITY) (JEWELRY) (FAMILY STATUS) (CAREER) (HOBBY)	2060
VILLAIN 2062	(VOICE) (WEAPON) (ADDICTION) (JOB) (SCARS) (TATTOOS) (PROFANITY)	2064
CLOTHING 2066	(1920's) (EXPENSIVE) (STYLISH) (GAUDY) (MILITARY) (ATHLETIC) (HATS)	2068
VEHICLE 2070	(AIRPLANE) (MOTORCYLE) (LIMOUSINE) (TRAIN) (MODEL T) (SAILBOAT)	2072
COMPANY 2074	(WESTERN UNION) (BARNUM & BAILEY) (UNION PACIFIC) (FORD MOTOR)	2076
ANIMAL 2078	(COLLIE DOG) (SIAMESE CAT) (PARAKEET) (RACE HORSE) (WALRUS)	2080
FOOD 2082	(SOUP) (FISH & CHIPS) (SAUSAGE) (PLUM PUDDING) (SAUERKRAUT)	2084
PRODUCT 2086	(TELEPHONE) (RADIO) (PIANO) (PISTOL) (MAGAZINES) (NEWSPAPER)	2088
BRAND 2090	(SEARS ROEBUCK) (RCA) (WESTINGHOUSE) (GE) (PAN AM) (KODAK)	2092
DIALOGUE 2094	(U.S. ENGLISH) (GERMAN) (COCKNEY) (SOUTHERN DRAWL) (SLANG)	2096

FIG. 25

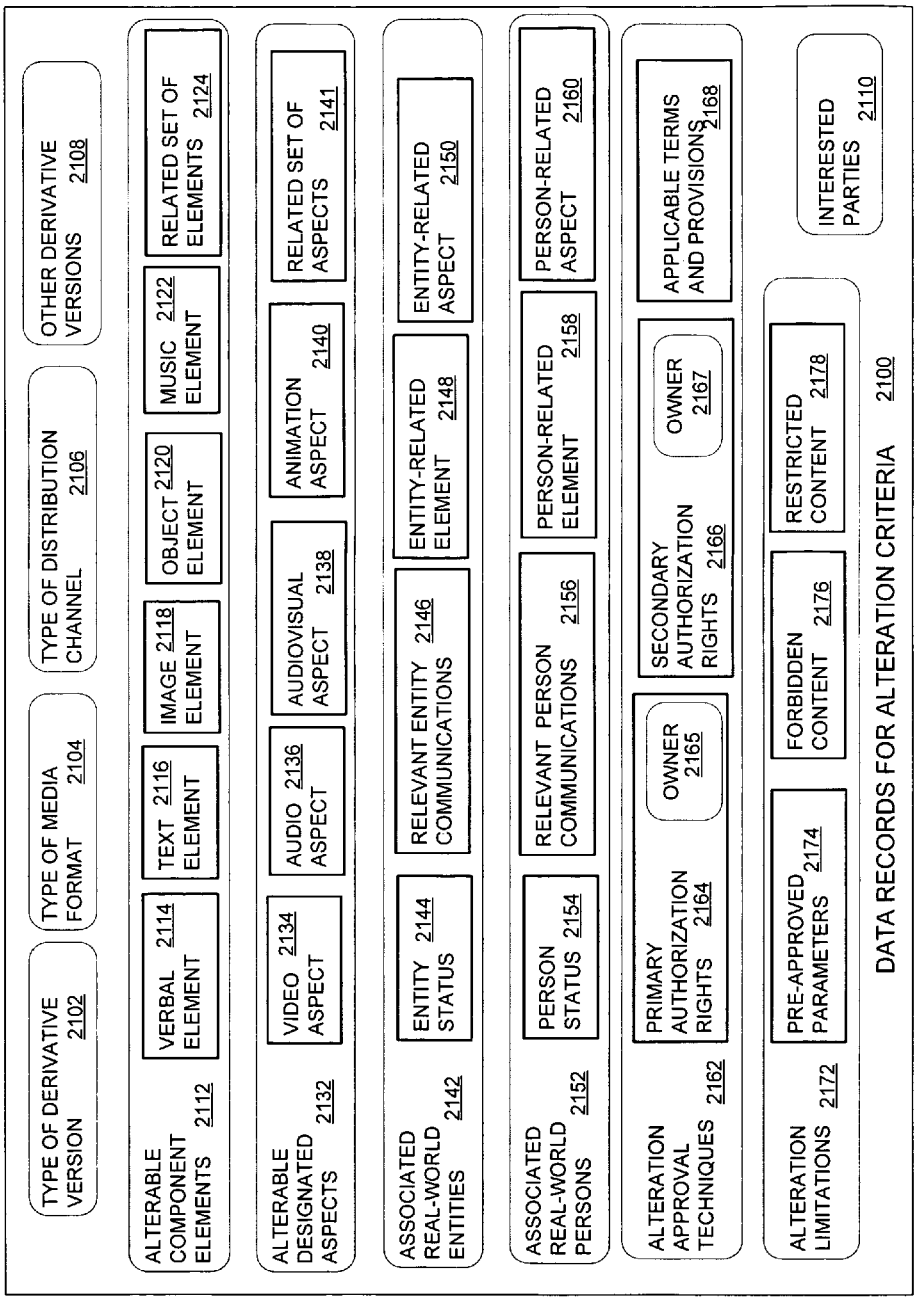

DATA RECORDS FOR ALTERATION CRITERIA 2100
TYPE OF DERIVATIVE VERSION 2102
TYPE OF MEDIA FORMAT 2104
TYPE OF DISTRIBUTION CHANNEL 2106
OTHER DERIVATIVE VERSIONS 2108
ALTERABLE COMPONENT ELEMENTS 2112
VERBAL 2114 ELEMENT
TEXT 2116 ELEMENT
IMAGE 2118 ELEMENT
OBJECT 2120 ELEMENT
MUSIC 2122 ELEMENT
RELATED SET OF ELEMENTS 2124
ALTERABLE DESIGNATED ASPECTS 2132
VIDEO 2134 ASPECT
AUDIO 2136 ASPECT
AUDIOVISUAL ASPECT 2138
ANIMATION ASPECT 2140
RELATED SET OF ASPECTS 2141
ASSOCIATED REAL-WORLD ENTITIES 2142
ENTITY 2144 STATUS
RELEVANT ENTITY COMMUNICATIONS 2146
ENTITY-RELATED ELEMENT 2148
ENTITY-RELATED ASPECT 2150
ASSOCIATED REAL-WORLD PERSONS 2152
PERSON STATUS 2154
RELEVANT PERSON COMMUNICATIONS 2156
PERSON-RELATED ELEMENT 2158
PERSON-RELATED ASPECT 2160
ALTERATION APPROVAL TECHNIQUES 2162
PRIMARY AUTHORIZATION RIGHTS 2164
OWNER 2165
SECONDARY AUTHORIZATION RIGHTS 2166
OWNER 2167
APPLICABLE TERMS AND PROVISIONS 2168
ALTERATION LIMITATIONS 2172
PRE-APPROVED PARAMETERS 2174
FORBIDDEN CONTENT 2176
RESTRICTED CONTENT 2178
INTERESTED PARTIES 2110

FIG. 26

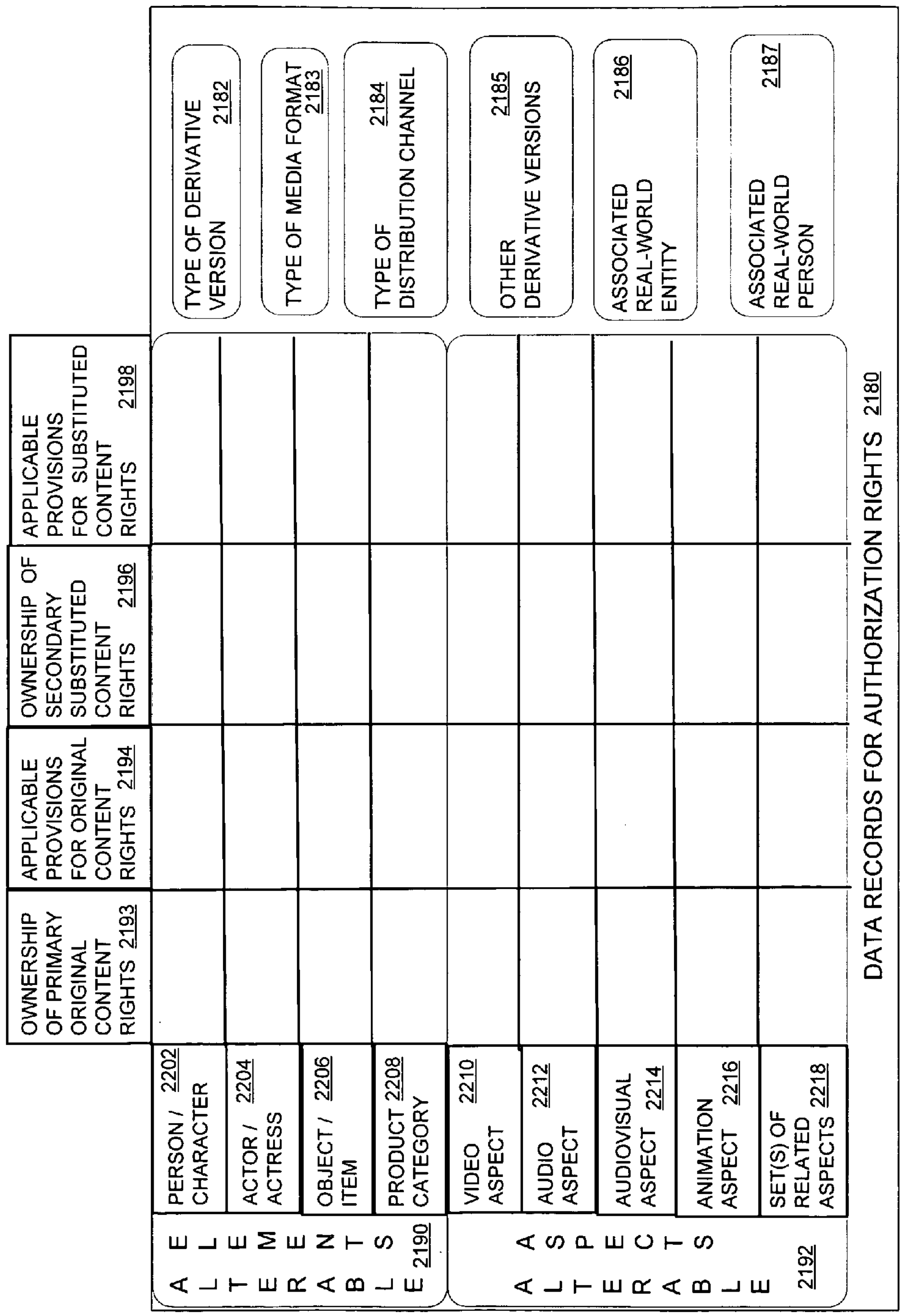

OWNERSHIP OF PRIMARY ORIGINAL CONTENT RIGHTS 2193
APPLICABLE PROVISIONS FOR ORIGINAL CONTENT RIGHTS 2194
OWNERSHIP OF SECONDARY SUBSTITUTED CONTENT RIGHTS 2196
APPLICABLE PROVISIONS FOR SUBSTITUTED CONTENT RIGHTS 2198
ALTERNATE ELEMENTS 2190
PERSON / CHARACTER 2202
ACTOR / ACTRESS 2204
OBJECT / ITEM 2206
PRODUCT CATEGORY 2208
ALTERNATE ASPECTS 2192
VIDEO ASPECT 2210
AUDIO ASPECT 2212
AUDIOVISUAL ASPECT 2214
ANIMATION ASPECT 2216
SET(S) OF RELATED ASPECTS 2218
TYPE OF DERIVATIVE VERSION 2182
TYPE OF MEDIA FORMAT 2183
TYPE OF DISTRIBUTION CHANNEL 2184
OTHER DERIVATIVE VERSIONS 2185
ASSOCIATED REAL-WORLD ENTITY 2186
ASSOCIATED REAL-WORLD PERSON 2187
DATA RECORDS FOR AUTHORIZATION RIGHTS 2180

FIG. 27

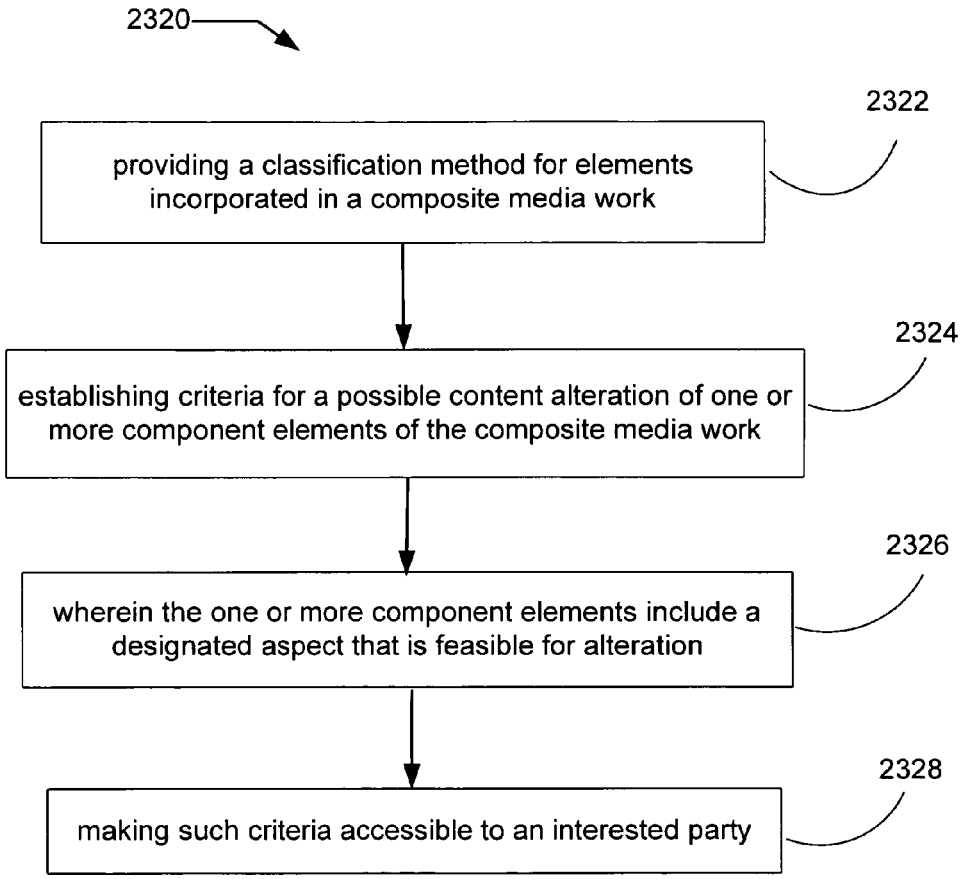

2320
2322
providing a classification method for elements incorporated in a composite media work
2324
establishing criteria for a possible content alteration of one or more component elements of the composite media work
2326
wherein the one or more component elements include a designated aspect that is feasible for alteration
2328
making such criteria accessible to an interested party

FIG. 28

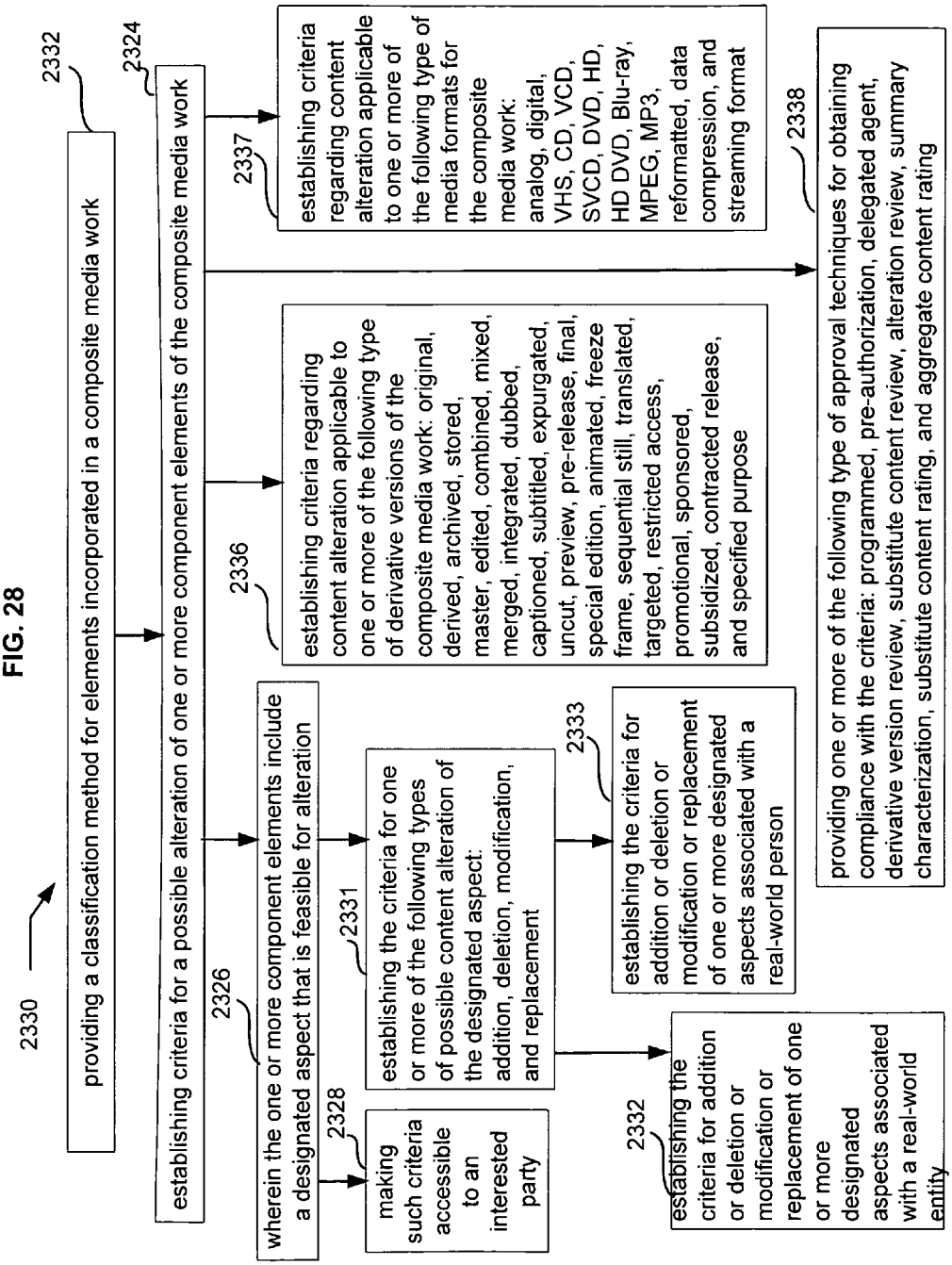

2330
providing a classification method for elements incorporated in a composite media work
2332
establishing criteria for a possible alteration of one or more component elements of the composite media work
2324
wherein the one or more component elements include a designated aspect that is feasible for alteration
2326
making such criteria accessible to an interested party
2328
establishing the criteria for one or more of the following types of possible content alteration of the designated aspect: addition, deletion, modification, and replacement
2331
establishing the criteria for addition or deletion or modification or replacement of one or more designated aspects associated with a real-world person
2333
establishing the criteria for addition or deletion or modification or replacement of one or more designated aspects associated with a real-world entity
2332
establishing criteria regarding content alteration applicable to one or more of the following type of derivative versions of the composite media work: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, and specified purpose
2336
establishing criteria regarding content alteration applicable to one or more of the following type of media formats for the composite media work: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, data compression, and streaming format
2337
providing one or more of the following type of approval techniques for obtaining compliance with the criteria: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating
2338

FIG. 29

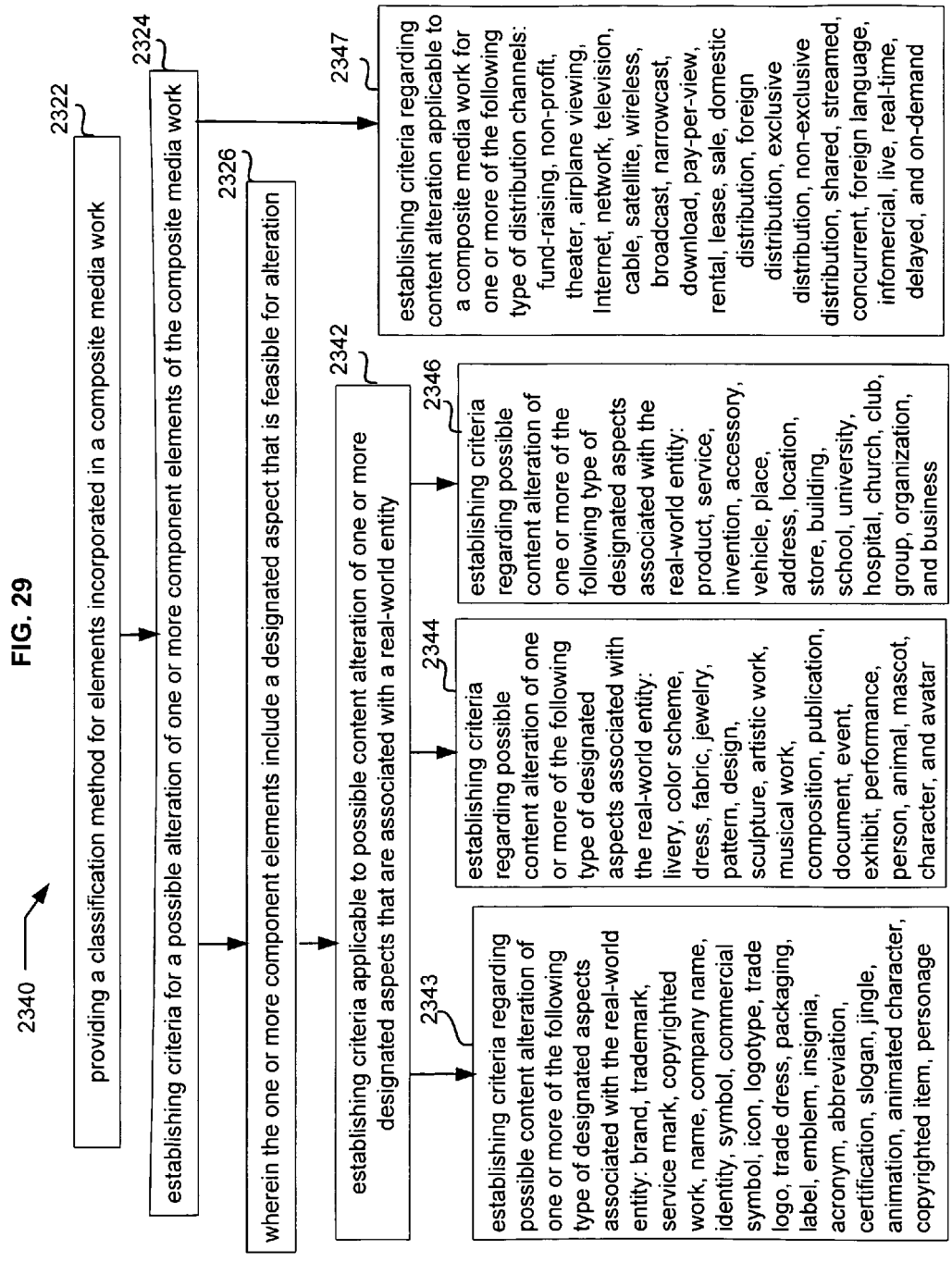

2340
providing a classification method for elements incorporated in a composite media work
2322
establishing criteria for a possible alteration of one or more component elements of the composite media work
2324
wherein the one or more component elements include a designated aspect that is feasible for alteration
2326
establishing criteria applicable to possible content alteration of one or more designated aspects that are associated with a real-world entity
2342
establishing criteria regarding possible content alteration of one or more of the following type of designated aspects associated with the real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, slogan, jingle, animation, animated character, copyrighted item, personage
2343
establishing criteria regarding possible content alteration of one or more of the following type of designated aspects associated with the real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, and avatar
2344
establishing criteria regarding possible content alteration of one or more of the following type of designated aspects associated with the real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business
2346
establishing criteria regarding content alteration applicable to a composite media work for one or more of the following type of distribution channels: fund-raising, non-profit, theater, airplane viewing, Internet, network, television, cable, satellite, wireless, broadcast, narrowcast, download, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, shared, streamed, concurrent, foreign language, infomercial, live, real-time, delayed, and on-demand
2347

FIG. 30

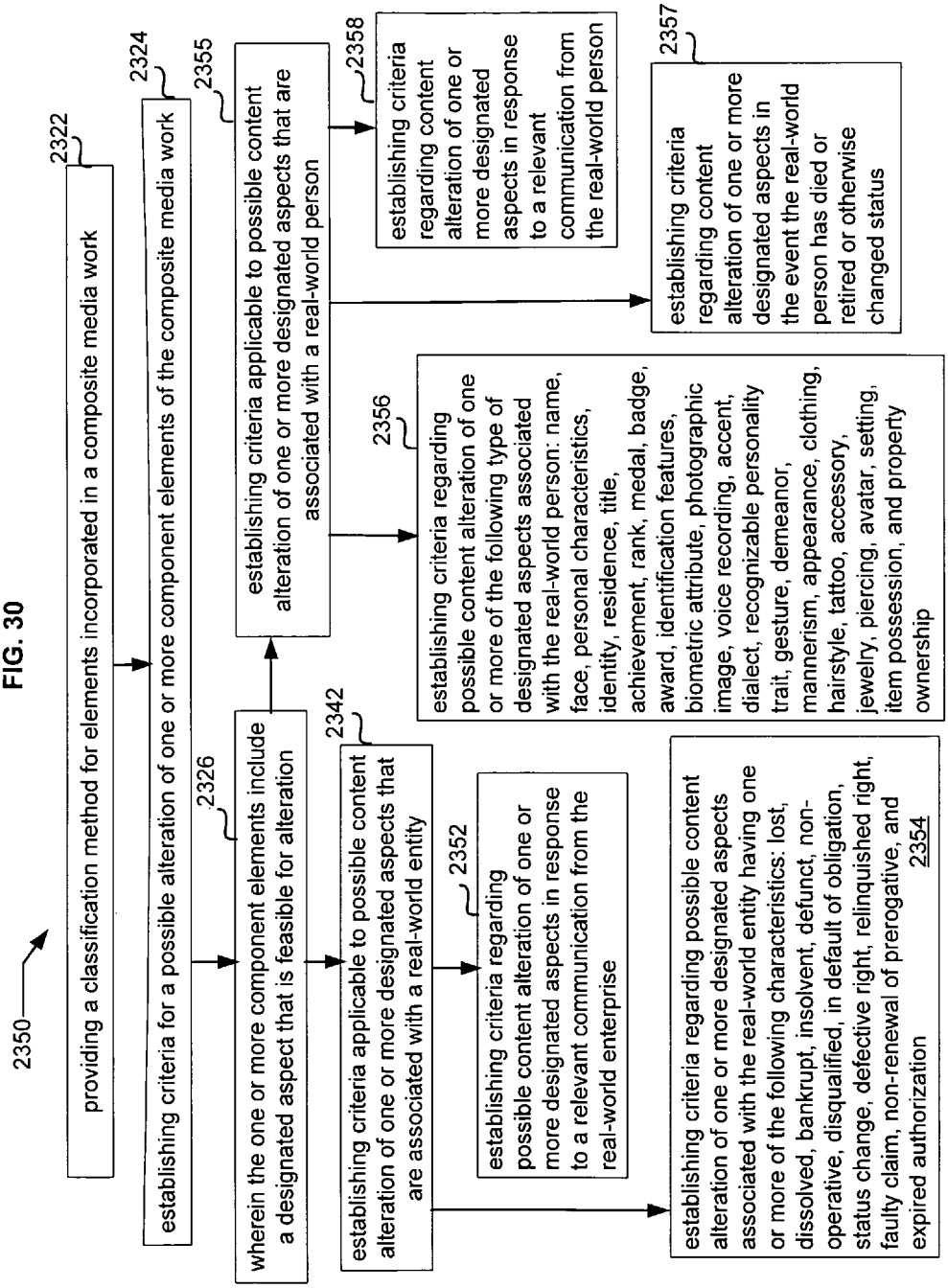

2350
providing a classification method for elements incorporated in a composite media work
2322
establishing criteria for a possible alteration of one or more component elements of the composite media work
2324
wherein the one or more component elements include a designated aspect that is feasible for alteration
2326
establishing criteria applicable to possible content alteration of one or more designated aspects that are associated with a real-world entity
2342
establishing criteria regarding possible content alteration of one or more designated aspects in response to a relevant communication from the real-world enterprise
2352
establishing criteria regarding possible content alteration of one or more designated aspects associated with the real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, status change, defective right, relinquished right, faulty claim, non-renewal of prerogative, and expired authorization
2354
establishing criteria applicable to possible content alteration of one or more designated aspects that are associated with a real-world person
2355
establishing criteria regarding possible content alteration of one or more of the following type of designated aspects associated with the real-world person: name, face, personal characteristics, identity, residence, title, achievement, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership
2356
establishing criteria regarding content alteration of one or more designated aspects in response to a relevant communication from the real-world person
2358
establishing criteria regarding content alteration of one or more designated aspects in the event the real-world person has died or retired or otherwise changed status
2357

FIG. 31

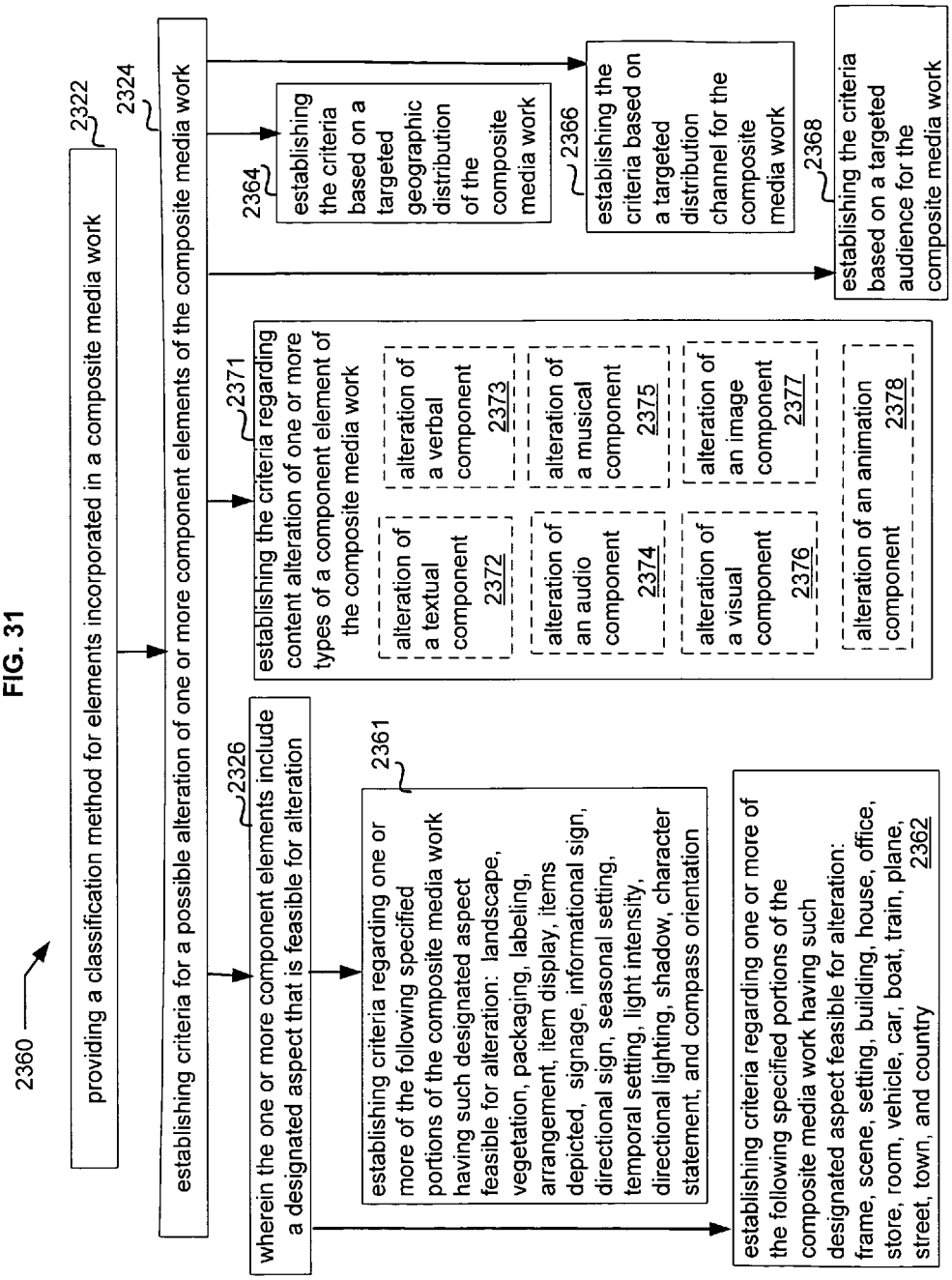

2360
providing a classification method for elements incorporated in a composite media work
2322
2324
establishing criteria for a possible alteration of one or more component elements of the composite media work
wherein the one or more component elements include a designated aspect that is feasible for alteration
2326
establishing criteria regarding one or more of the following specified portions of the composite media work having such designated aspect feasible for alteration: landscape, vegetation, packaging, labeling, arrangement, item display, items depicted, signage, informational sign, directional sign, seasonal setting, temporal setting, light intensity, directional lighting, shadow, character statement, and compass orientation
2361
establishing criteria regarding one or more of the following specified portions of the composite media work having such designated aspect feasible for alteration: frame, scene, setting, building, house, office, store, room, vehicle, car, boat, train, plane, street, town, and country
2362
establishing the criteria regarding content alteration of one or more types of a component element of the composite media work
2371
alteration of a textual component
2372
alteration of a verbal component
2373
alteration of an audio component
2374
alteration of a musical component
2375
alteration of a visual component
2376
alteration of an image component
2377
alteration of an animation component
2378
2364
establishing the criteria based on a targeted geographic distribution of the composite media work
2366
establishing the criteria based on a targeted distribution channel for the composite media work
2368
establishing the criteria based on a targeted audience for the composite media work

FIG. 32

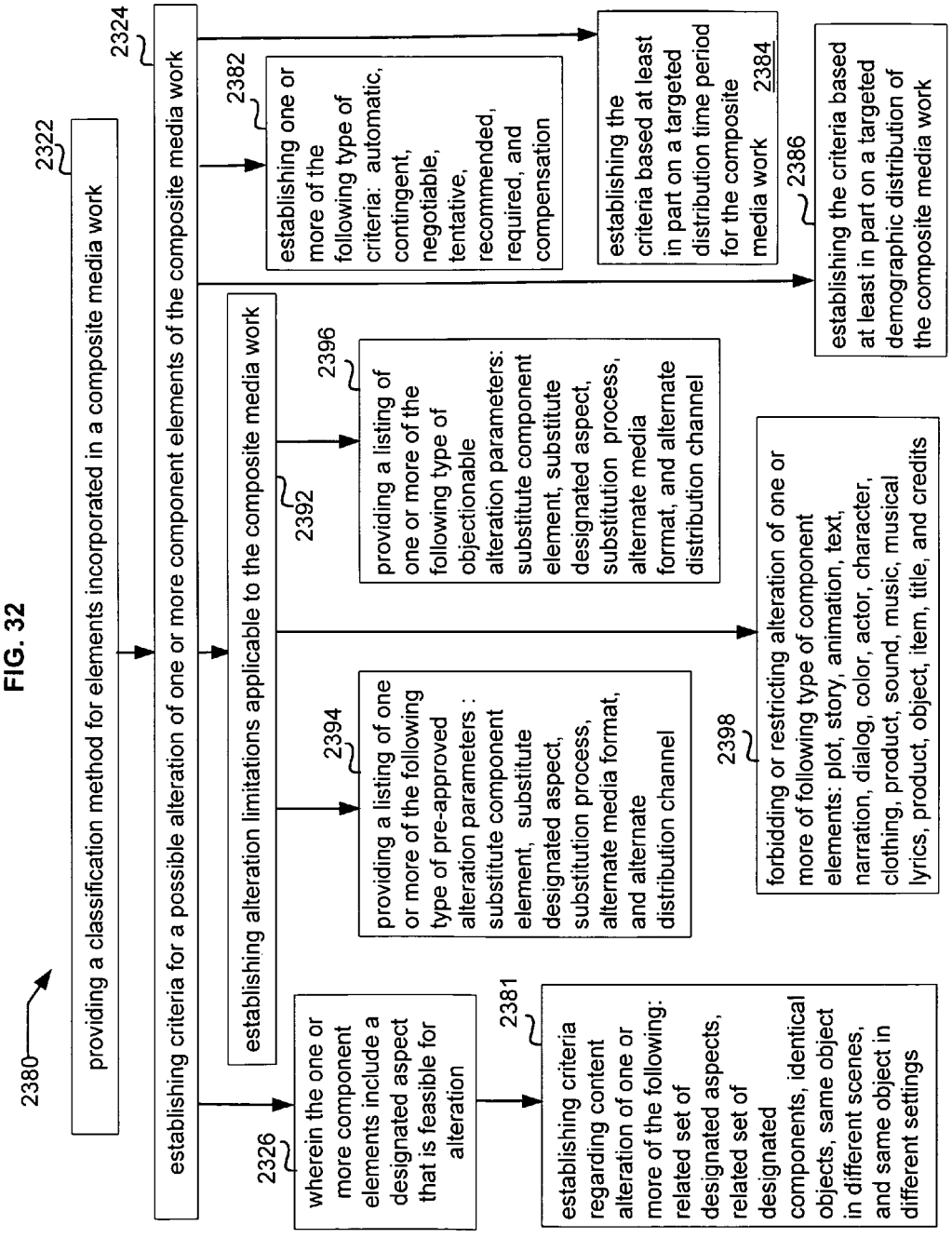

2380
providing a classification method for elements incorporated in a composite media work
2322
establishing criteria for a possible alteration of one or more component elements of the composite media work
2324
establishing alteration limitations applicable to the composite media work
2326
wherein the one or more component elements include a designated aspect that is feasible for alteration
2381
establishing criteria regarding content alteration of one or more of the following: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, and same object in different settings
2382
establishing one or more of the following type of criteria: automatic, contingent, negotiable, tentative, recommended, required, and compensation
2384
establishing the criteria based at least in part on a targeted distribution time period for the composite media work
2386
establishing the criteria based at least in part on a targeted demographic distribution of the composite media work
2392
2394
providing a listing of one or more of the following type of pre-approved alteration parameters : substitute component element, substitute designated aspect, substitution process, alternate media format, and alternate distribution channel
2396
providing a listing of one or more of the following type of objectionable alteration parameters: substitute component element, substitute designated aspect, substitution process, alternate media format, and alternate distribution channel
2398
forbidding or restricting alteration of one or more of following type of component elements: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, and credits

FIG. 33

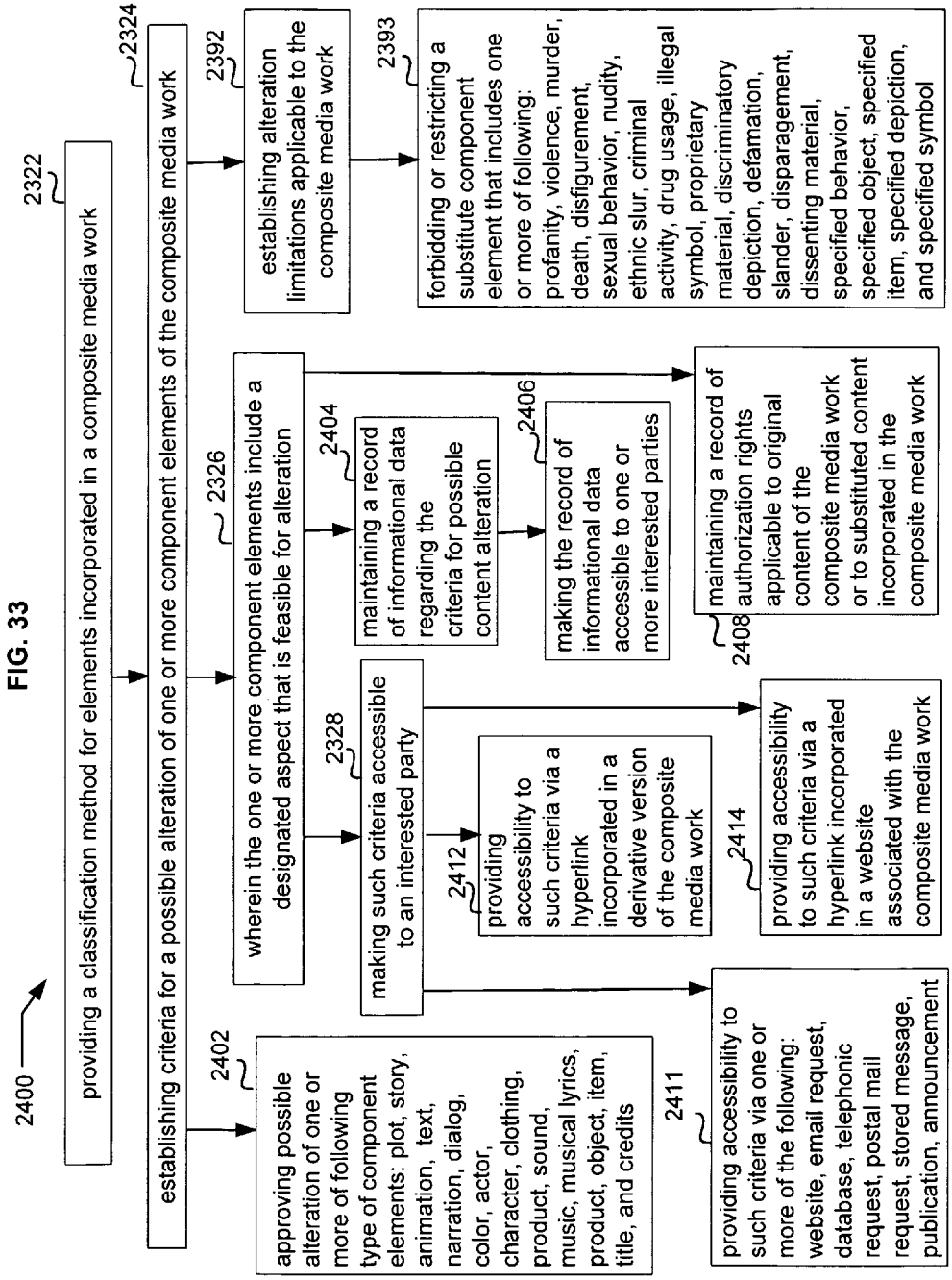

2400
providing a classification method for elements incorporated in a composite media work
2322
establishing criteria for a possible alteration of one or more component elements of the composite media work
2324
approving possible alteration of one or more of following type of component elements: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, and credits
2402
providing accessibility to such criteria via one or more of the following: website, email request, database, telephonic request, postal mail request, stored message, publication, announcement
2411
wherein the one or more component elements include a designated aspect that is feasible for alteration
2326
making such criteria accessible to an interested party
2328
providing accessibility to such criteria via a hyperlink incorporated in a derivative version of the composite media work
2412
providing accessibility to such criteria via a hyperlink incorporated in a website associated with the composite media work
2414
maintaining a record of informational data regarding the criteria for possible content alteration
2404
making the record of informational data accessible to one or more interested parties
2406
maintaining a record of authorization rights applicable to original content of the composite media work or to substituted content incorporated in the composite media work
2408
establishing alteration limitations applicable to the composite media work
2392
forbidding or restricting a substitute component element that includes one or more of following: profanity, violence, murder, death, disfigurement, sexual behavior, nudity, ethnic slur, criminal activity, drug usage, illegal symbol, proprietary material, discriminatory depiction, defamation, slander, disparagement, dissenting material, specified behavior, specified object, specified item, specified depiction, and specified symbol
2393

FIG. 34

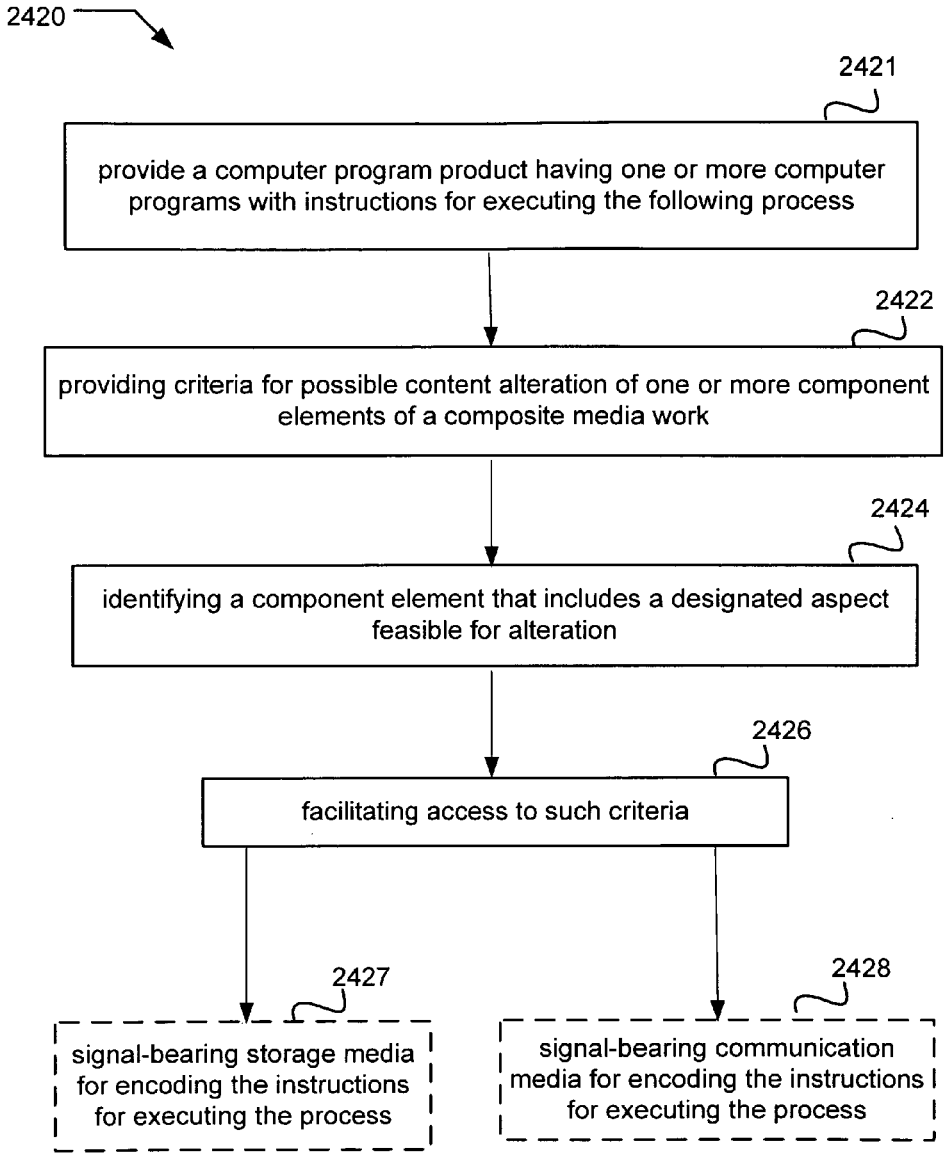

2420
2421
provide a computer program product having one or more computer programs with instructions for executing the following process
2422
providing criteria for possible content alteration of one or more component elements of a composite media work
2424
identifying a component element that includes a designated aspect feasible for alteration
2426
facilitating access to such criteria
2427
signal-bearing storage media for encoding the instructions for executing the process
2428
signal-bearing communication media for encoding the instructions for executing the process

FIG. 35

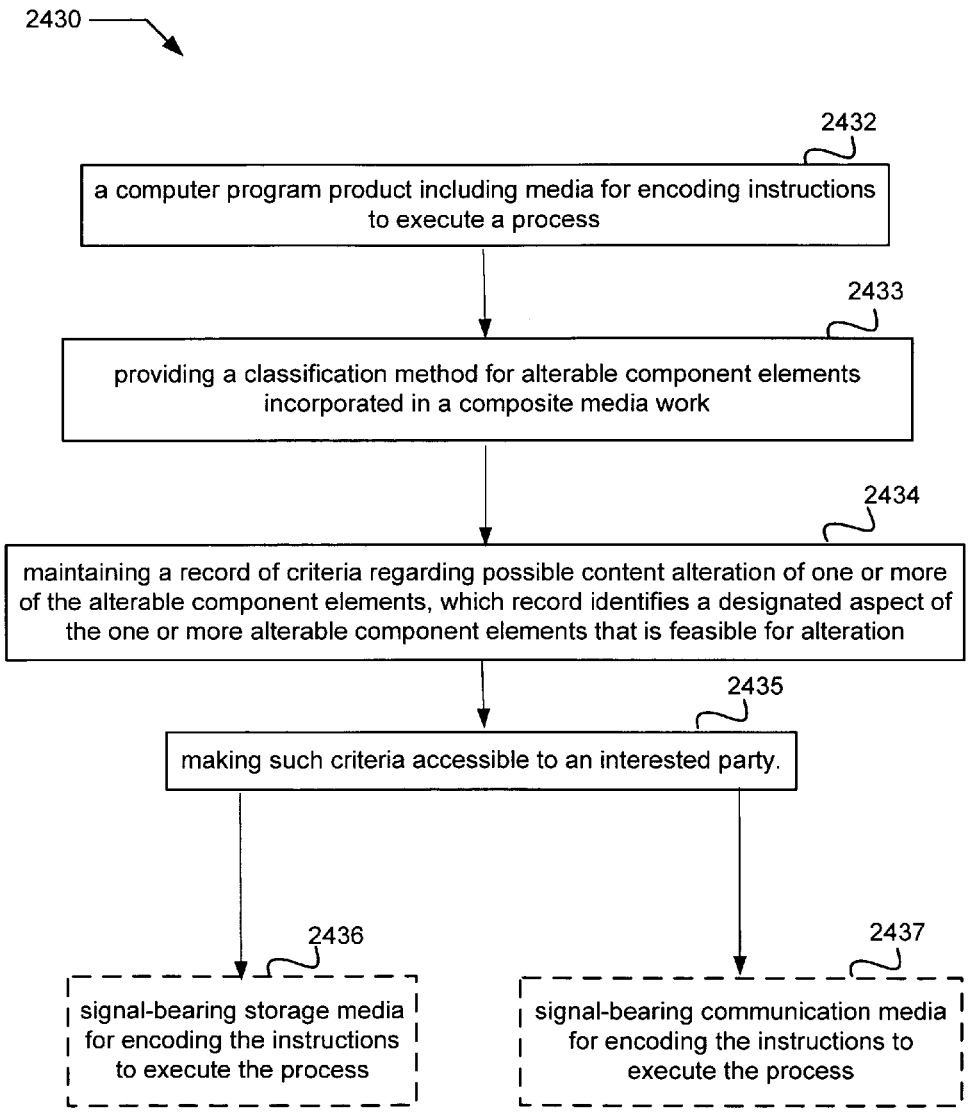

2430
2432
a computer program product including media for encoding instructions to execute a process
2433
providing a classification method for alterable component elements incorporated in a composite media work
2434
maintaining a record of criteria regarding possible content alteration of one or more of the alterable component elements, which record identifies a designated aspect of the one or more alterable component elements that is feasible for alteration
2435
making such criteria accessible to an interested party.
2436
signal-bearing storage media for encoding the instructions to execute the process
2437
signal-bearing communication media for encoding the instructions to execute the process

FIG. 36

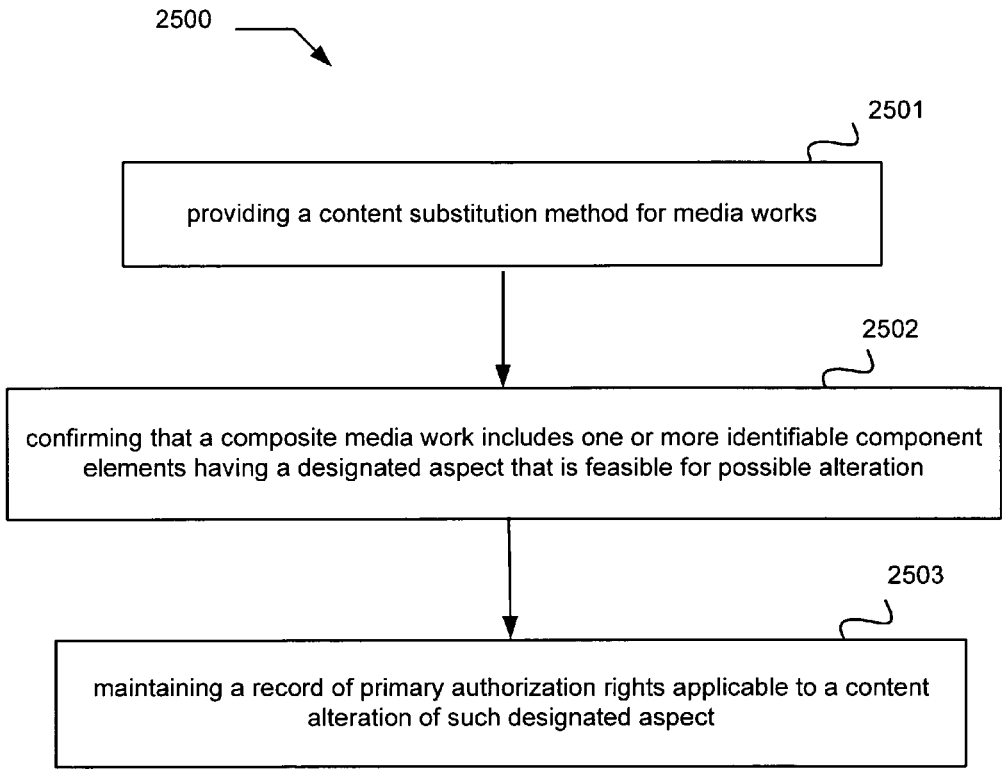
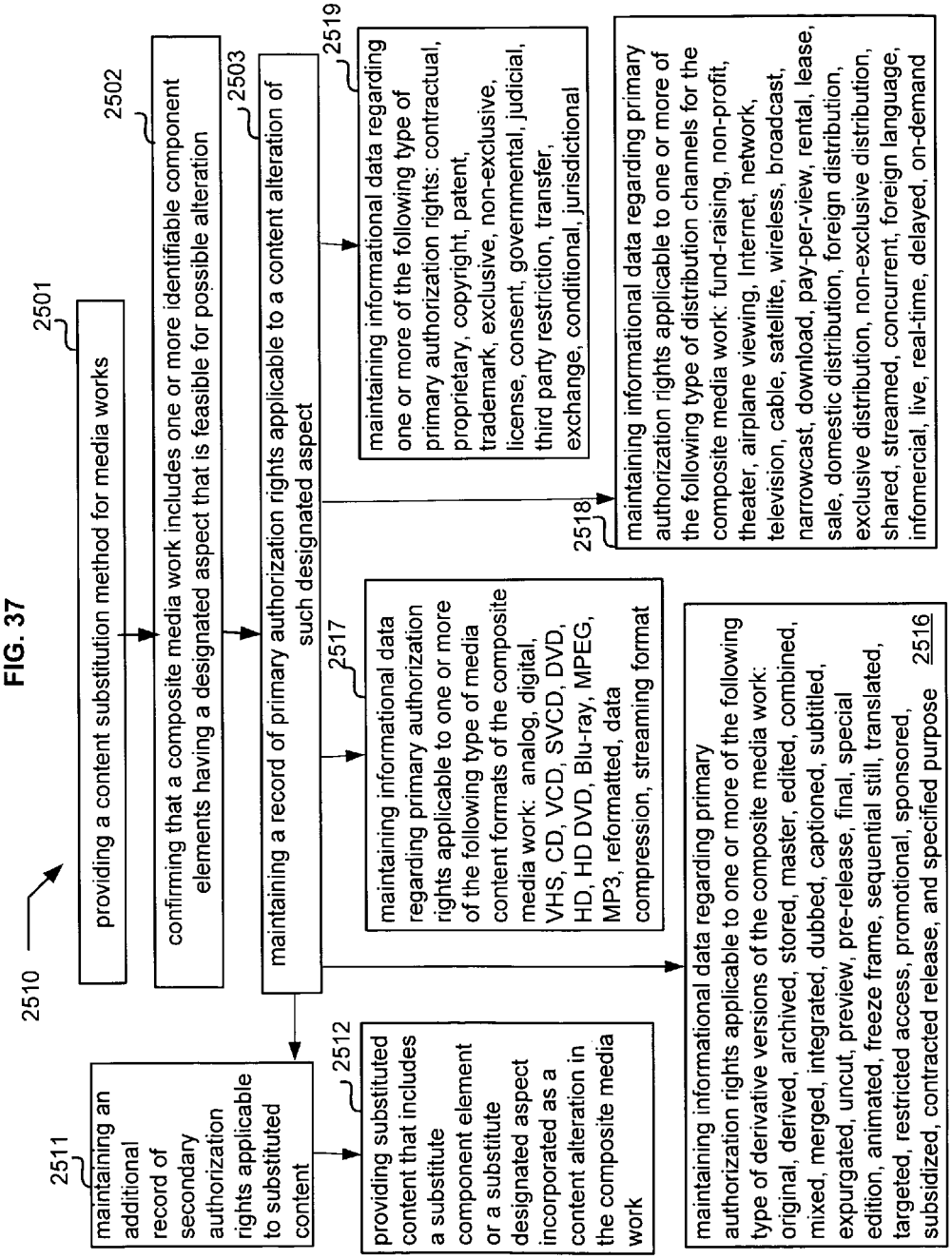

2500
2501
providing a content substitution method for media works
2502
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2503
maintaining a record of primary authorization rights applicable to a content alteration of such designated aspect

FIG. 37


2510
2501
providing a content substitution method for media works
2502
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2503
maintaining a record of primary authorization rights applicable to a content alteration of such designated aspect
2511
maintaining an additional record of secondary authorization rights applicable to substituted content
2512
providing substituted content that includes a substitute component element or a substitute designated aspect incorporated as a content alteration in the composite media work
2516
maintaining informational data regarding primary authorization rights applicable to one or more of the following type of derivative versions of the composite media work: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, and specified purpose
2517
maintaining informational data regarding primary authorization rights applicable to one or more of the following type of media content formats of the composite media work: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, data compression, streaming format
2518
maintaining informational data regarding primary authorization rights applicable to one or more of the following type of distribution channels for the composite media work: fund-raising, non-profit, theater, airplane viewing, Internet, network, television, cable, satellite, wireless, broadcast, narrowcast, download, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, shared, streamed, concurrent, foreign language, infomercial, live, real-time, delayed, on-demand
2519
maintaining informational data regarding one or more of the following type of primary authorization rights: contractual, proprietary, copyright, patent, trademark, exclusive, non-exclusive, license, consent, governmental, judicial, third party restriction, transfer, exchange, conditional, jurisdictional

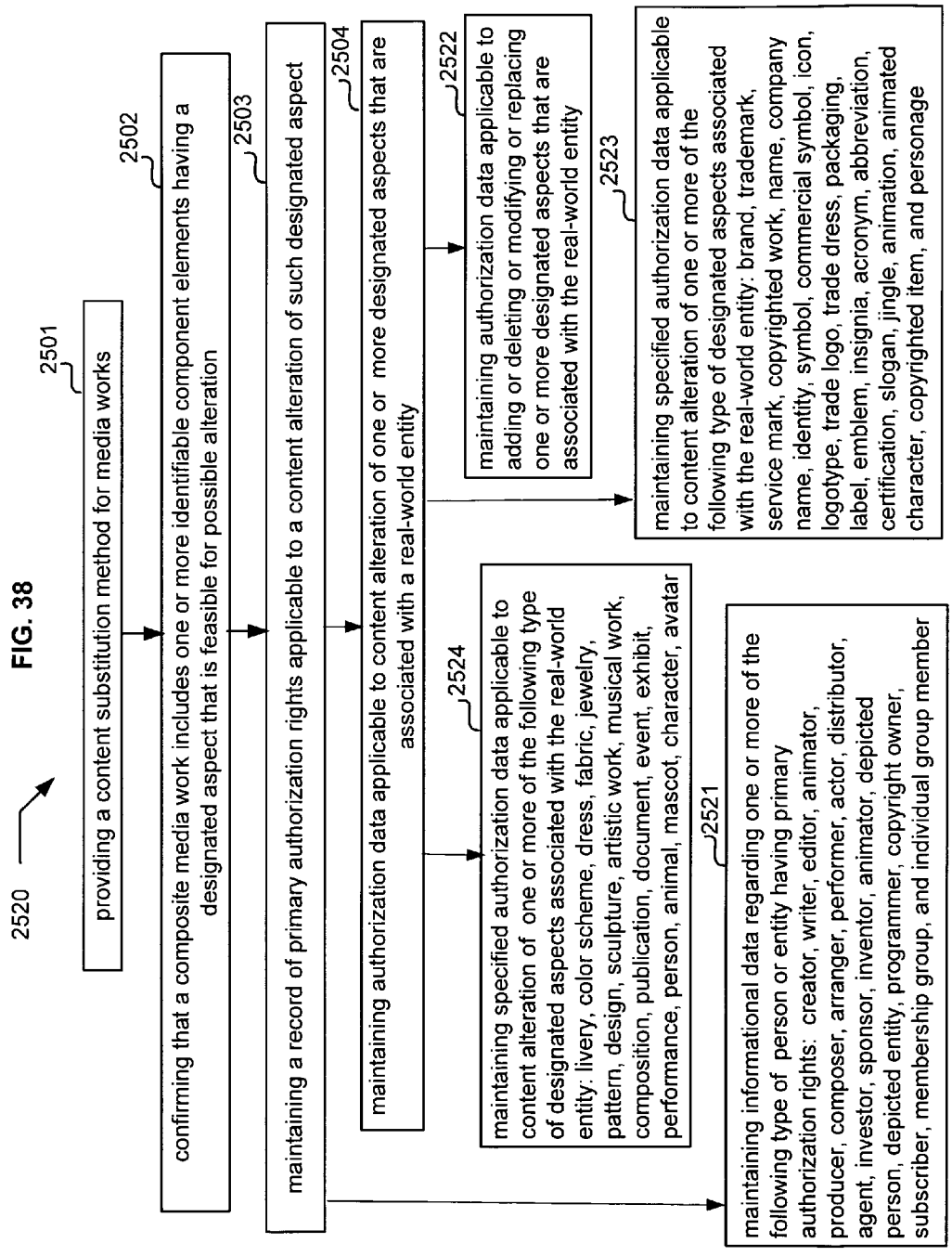

2520
2501
providing a content substitution method for media works
2502
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2503
maintaining a record of primary authorization rights applicable to a content alteration of such designated aspect
2504
maintaining authorization data applicable to content alteration of one or more designated aspects that are associated with a real-world entity
2522
maintaining authorization data applicable to adding or deleting or modifying or replacing one or more designated aspects that are associated with the real-world entity
2523
maintaining specified authorization data applicable to content alteration of one or more of the following type of designated aspects associated with the real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, slogan, jingle, animation, animated character, copyrighted item, and personage
2524
maintaining specified authorization data applicable to content alteration of one or more of the following type of designated aspects associated with the real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, avatar
2521
maintaining informational data regarding one or more of the following type of person or entity having primary authorization rights: creator, writer, editor, animator, producer, composer, arranger, performer, actor, distributor, agent, investor, sponsor, inventor, animator, depicted person, depicted entity, programmer, copyright owner, subscriber, membership group, and individual group member

FIG. 38

FIG. 39

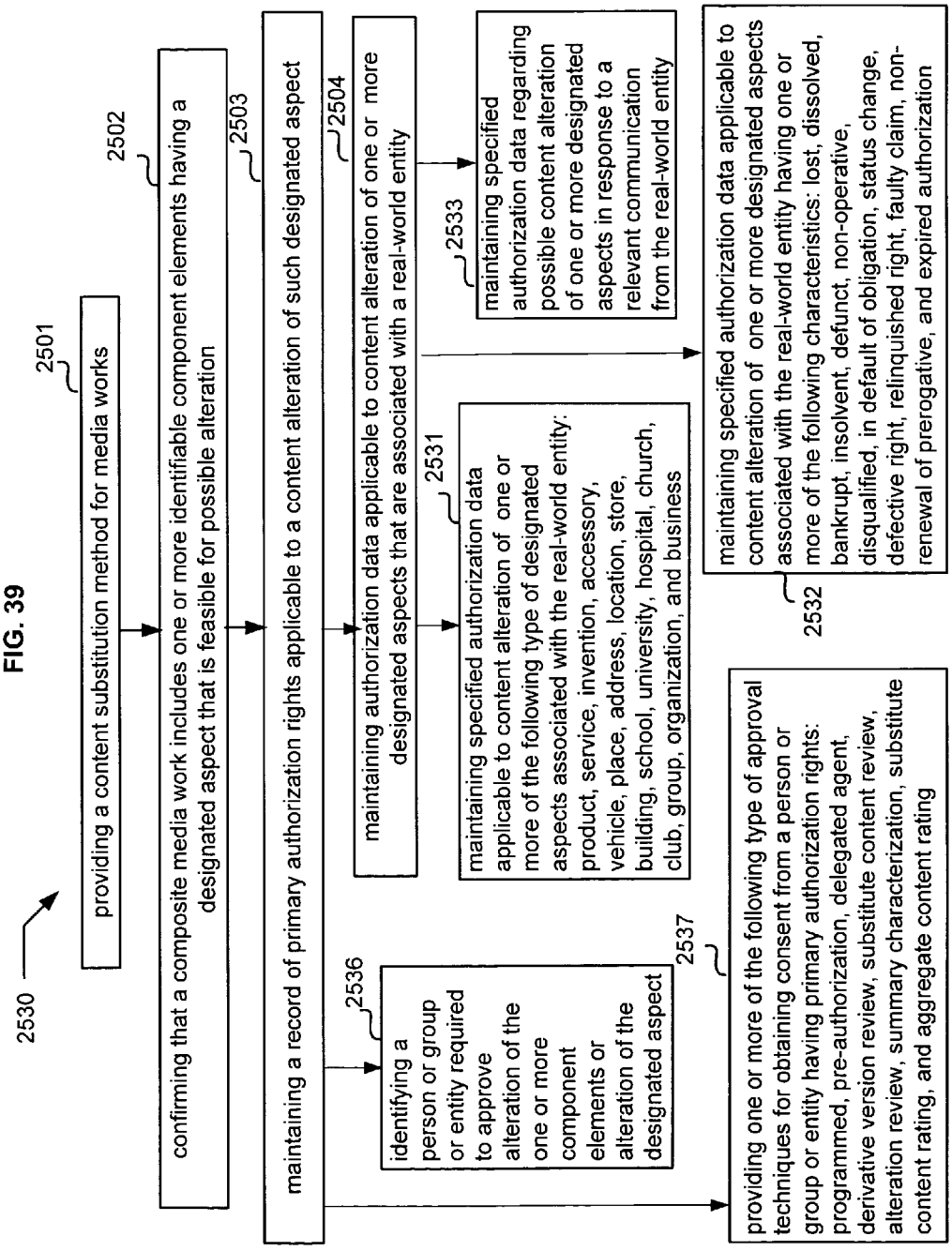

2530
providing a content substitution method for media works
2501
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2502
maintaining a record of primary authorization rights applicable to a content alteration of such designated aspect
2503
identifying a person or group or entity required to approve alteration of the one or more component elements or alteration of the designated aspect
2536
providing one or more of the following type of approval techniques for obtaining consent from a person or group or entity having primary authorization rights: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating
2537
maintaining authorization data applicable to content alteration of one or more designated aspects that are associated with a real-world entity
2504
maintaining specified authorization data applicable to content alteration of one or more of the following type of designated aspects associated with the real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business
2531
maintaining specified authorization data regarding possible content alteration of one or more designated aspects in response to a relevant communication from the real-world entity
2533
maintaining specified authorization data applicable to content alteration of one or more designated aspects associated with the real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, status change, defective right, relinquished right, faulty claim, non-renewal of prerogative, and expired authorization
2532

FIG. 40

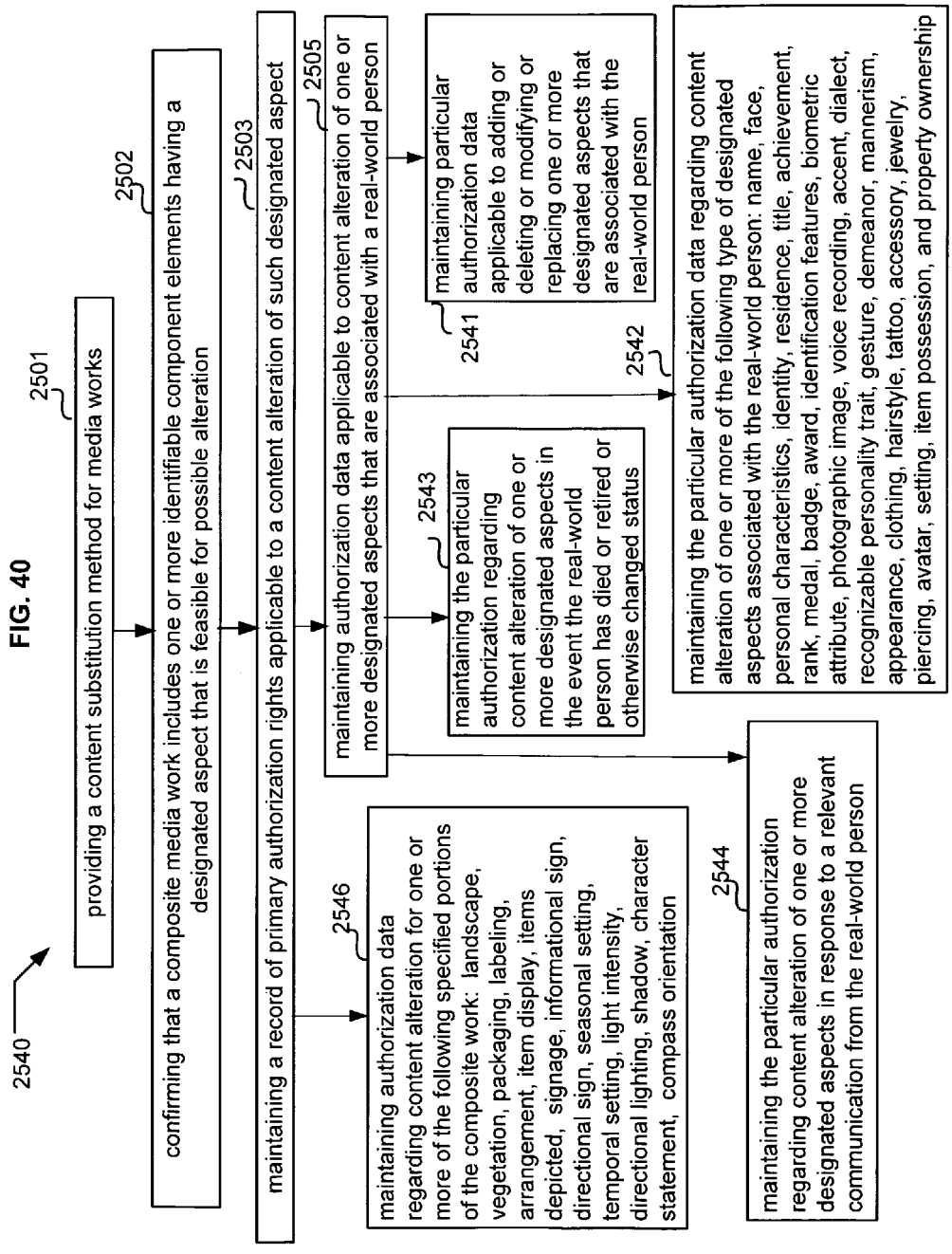

2540
2501
providing a content substitution method for media works
2502
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2503
maintaining a record of primary authorization rights applicable to a content alteration of such designated aspect
2505
maintaining authorization data applicable to content alteration of one or more designated aspects that are associated with a real-world person
2541
maintaining particular authorization data applicable to adding or deleting or modifying or replacing one or more designated aspects that are associated with the real-world person
2542
maintaining the particular authorization data regarding content alteration of one or more of the following type of designated aspects associated with the real-world person: name, face, personal characteristics, identity, residence, title, achievement, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership
2543
maintaining the particular authorization regarding content alteration of one or more designated aspects in the event the real-world person has died or retired or otherwise changed status
2544
maintaining the particular authorization regarding content alteration of one or more designated aspects in response to a relevant communication from the real-world person
2546
maintaining authorization data regarding content alteration for one or more of the following specified portions of the composite work: landscape, vegetation, packaging, labeling, arrangement, item display, items depicted, signage, informational sign, directional sign, seasonal setting, temporal setting, light intensity, directional lighting, shadow, character statement, compass orientation

FIG. 41

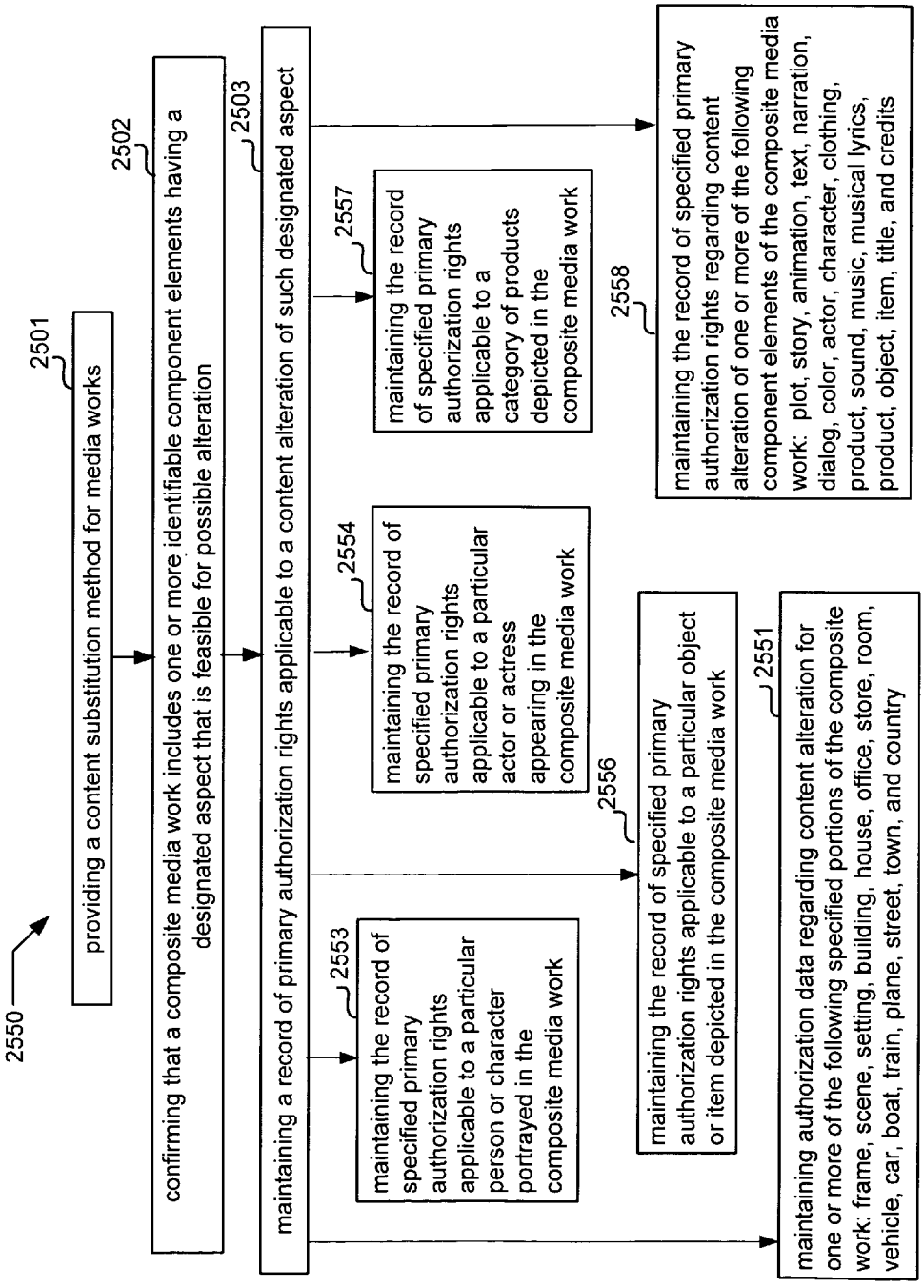

2550
providing a content substitution method for media works
2501
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2502
maintaining a record of primary authorization rights applicable to a content alteration of such designated aspect
2503
maintaining the record of specified primary authorization rights applicable to a particular person or character portrayed in the composite media work
2553
maintaining the record of specified primary authorization rights applicable to a particular actor or actress appearing in the composite media work
2554
maintaining the record of specified primary authorization rights applicable to a particular object or item depicted in the composite media work
2556
maintaining the record of specified primary authorization rights applicable to a category of products depicted in the composite media work
2557
maintaining the record of specified primary authorization rights regarding content alteration of one or more of the following component elements of the composite media work: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, and credits
2558
maintaining authorization data regarding content alteration for one or more of the following specified portions of the composite work: frame, scene, setting, building, house, office, store, room, vehicle, car, boat, train, plane, street, town, and country
2551

FIG. 42

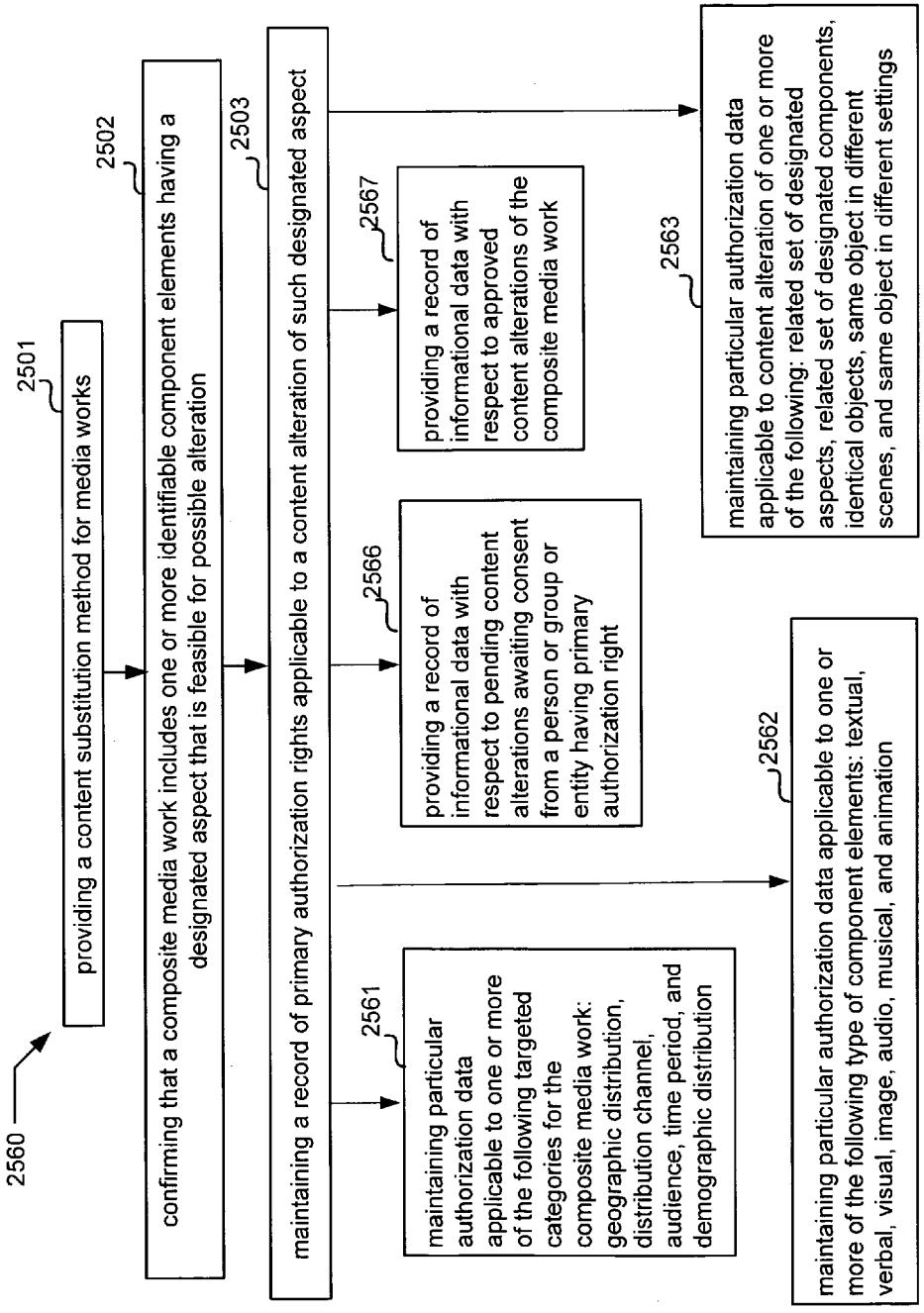

2560
2501
providing a content substitution method for media works
2502
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2503
maintaining a record of primary authorization rights applicable to a content alteration of such designated aspect
2561
maintaining particular authorization data applicable to one or more of the following targeted categories for the composite media work: geographic distribution, distribution channel, audience, time period, and demographic distribution
2562
maintaining particular authorization data applicable to one or more of the following type of component elements: textual, verbal, visual, image, audio, musical, and animation
2566
providing a record of informational data with respect to pending content alterations awaiting consent from a person or group or entity having primary authorization right
2567
providing a record of informational data with respect to approved content alterations of the composite media work
2563
maintaining particular authorization data applicable to content alteration of one or more of the following: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, and same object in different settings

FIG. 43

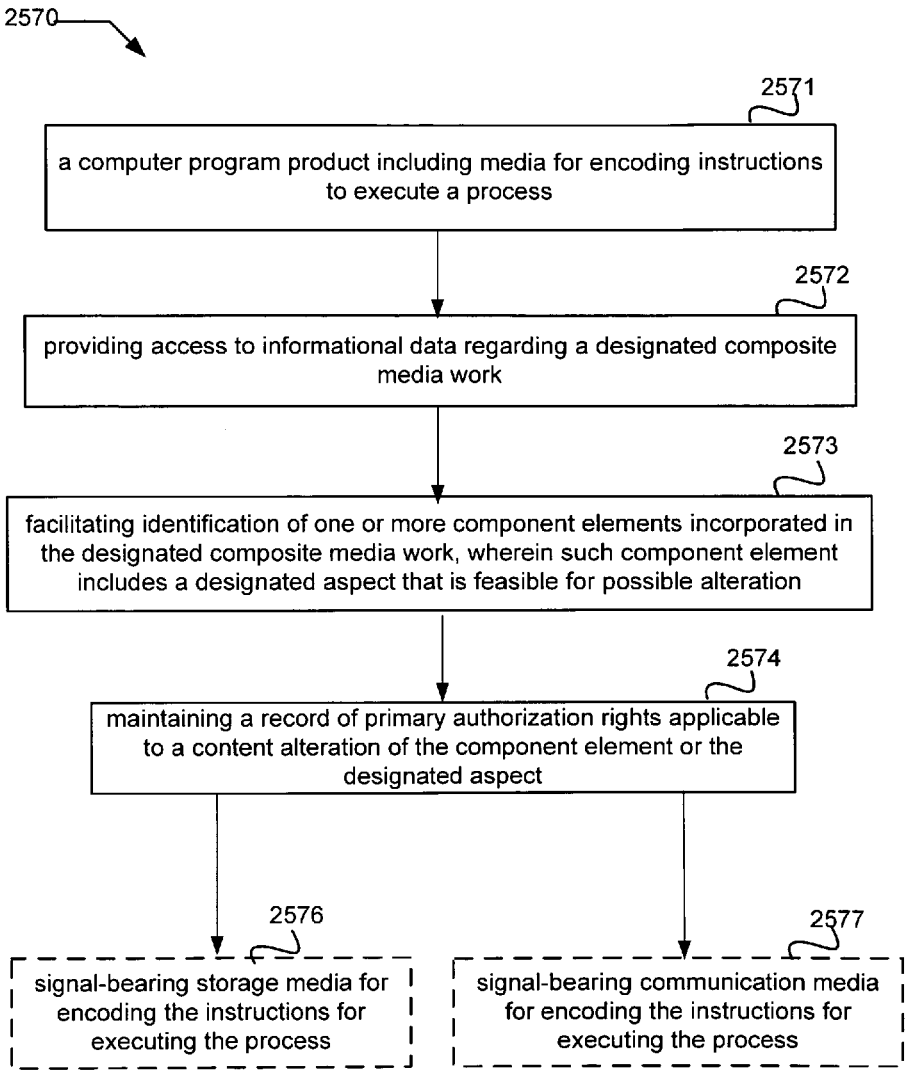

2570
2571
a computer program product including media for encoding instructions to execute a process
2572
providing access to informational data regarding a designated composite media work
2573
facilitating identification of one or more component elements incorporated in the designated composite media work, wherein such component element includes a designated aspect that is feasible for possible alteration
2574
maintaining a record of primary authorization rights applicable to a content alteration of the component element or the designated aspect
2576
signal-bearing storage media for encoding the instructions for executing the process
2577
signal-bearing communication media for encoding the instructions for executing the process

FIG. 44

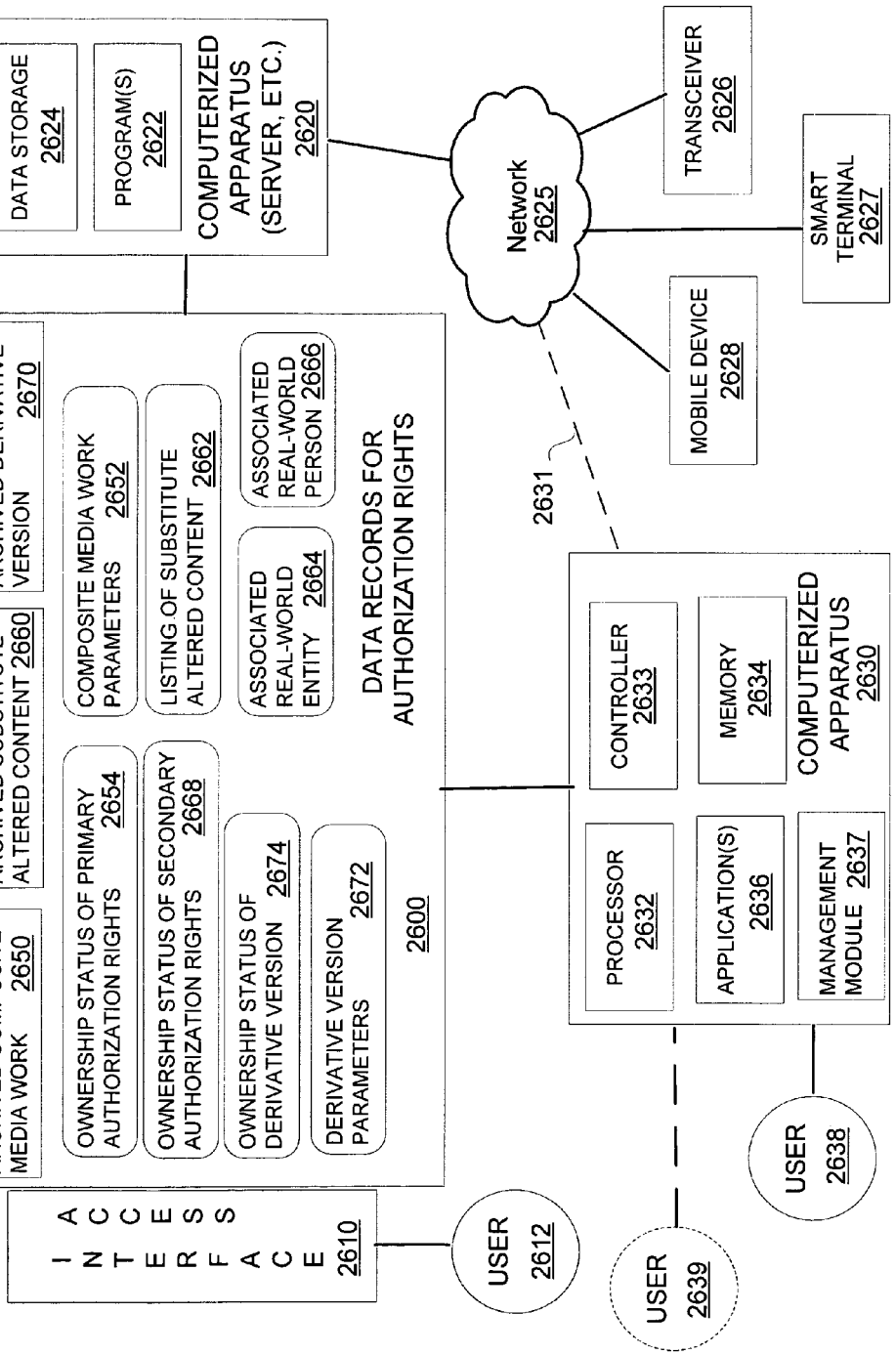
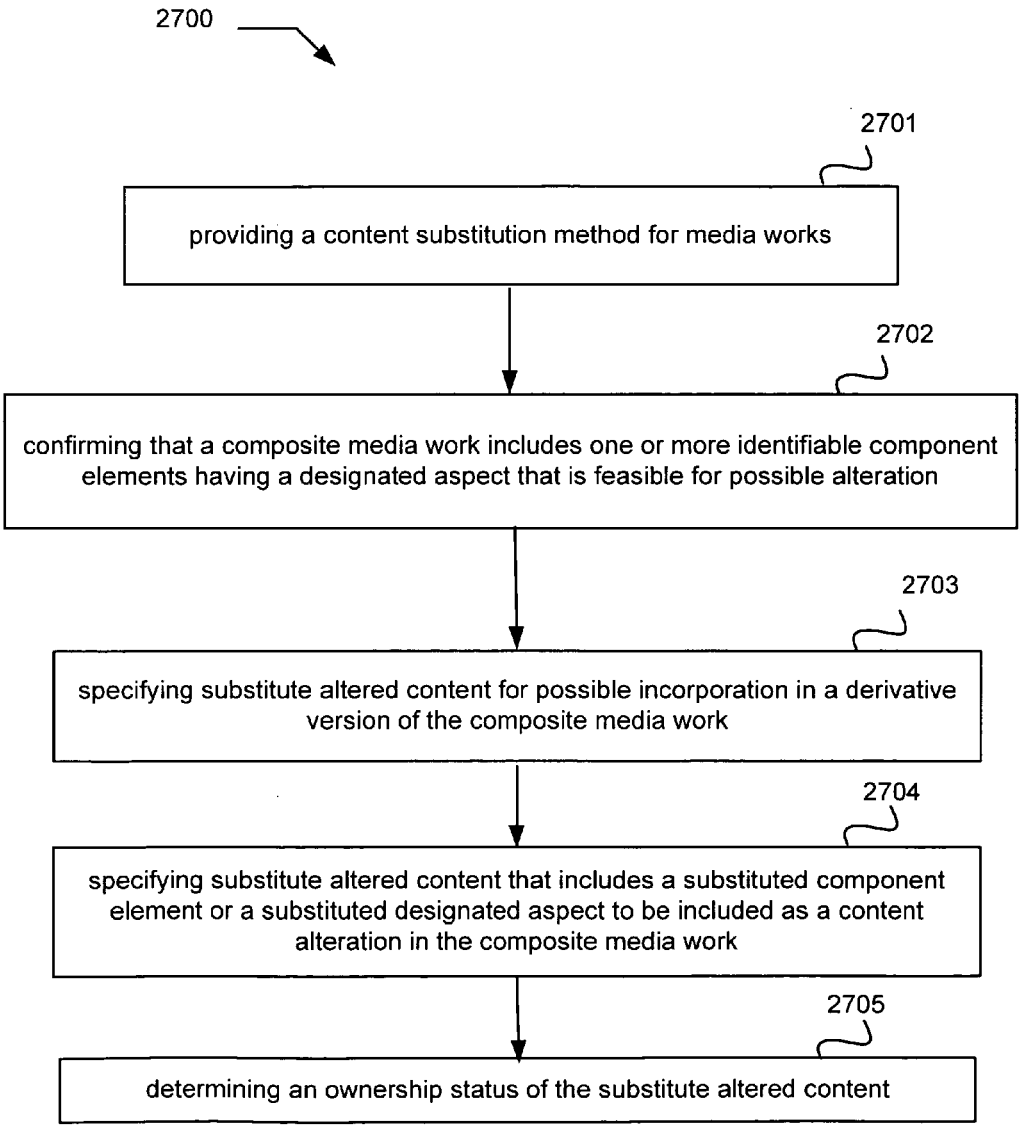

DATA STORAGE 2624
PROGRAM(S) 2622
COMPUTERIZED APPARATUS (SERVER, ETC.) 2620
Network 2625
TRANSCEIVER 2626
SMART TERMINAL 2627
MOBILE DEVICE 2628
2631
ARCHIVED COMPOSITE MEDIA WORK 2650
ARCHIVED SUBSTITUTE ALTERED CONTENT 2660
ARCHIVED DERIVATIVE VERSION 2670
OWNERSHIP STATUS OF PRIMARY AUTHORIZATION RIGHTS 2654
OWNERSHIP STATUS OF SECONDARY AUTHORIZATION RIGHTS 2668
OWNERSHIP STATUS OF DERIVATIVE VERSION 2674
DERIVATIVE VERSION PARAMETERS 2672
COMPOSITE MEDIA WORK PARAMETERS 2652
LISTING OF SUBSTITUTE ALTERED CONTENT 2662
ASSOCIATED REAL-WORLD ENTITY 2664
ASSOCIATED REAL-WORLD PERSON 2666
DATA RECORDS FOR AUTHORIZATION RIGHTS
2600
INTERFACE 2610
USER 2612
USER 2639
USER 2638
PROCESSOR 2632
CONTROLLER 2633
MEMORY 2634
APPLICATION(S) 2636
MANAGEMENT MODULE 2637
COMPUTERIZED APPARATUS 2630

FIG. 45


2700
2701
providing a content substitution method for media works
2702
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2703
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2704
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2705
determining an ownership status of the substitute altered content

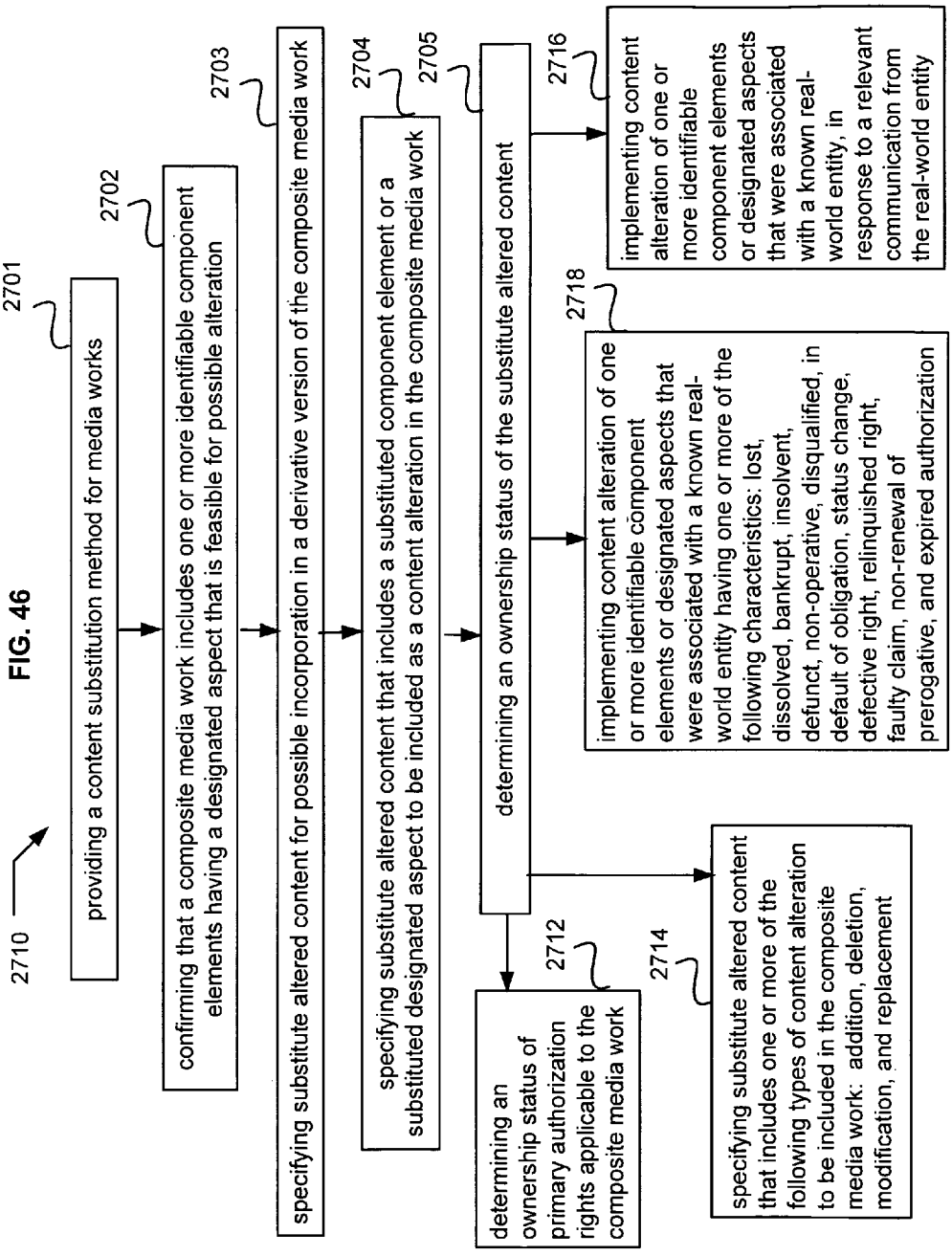

2710
2701
providing a content substitution method for media works
2702
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2703
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2704
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2705
determining an ownership status of the substitute altered content
2712
determining an ownership status of primary authorization rights applicable to the composite media work
2714
specifying substitute altered content that includes one or more of the following types of content alteration to be included in the composite media work: addition, deletion, modification, and replacement
2716
implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world entity, in response to a relevant communication from the real-world entity
2718
implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, status change, defective right, relinquished right, faulty claim, non-renewal of prerogative, and expired authorization

FIG. 46

FIG. 47

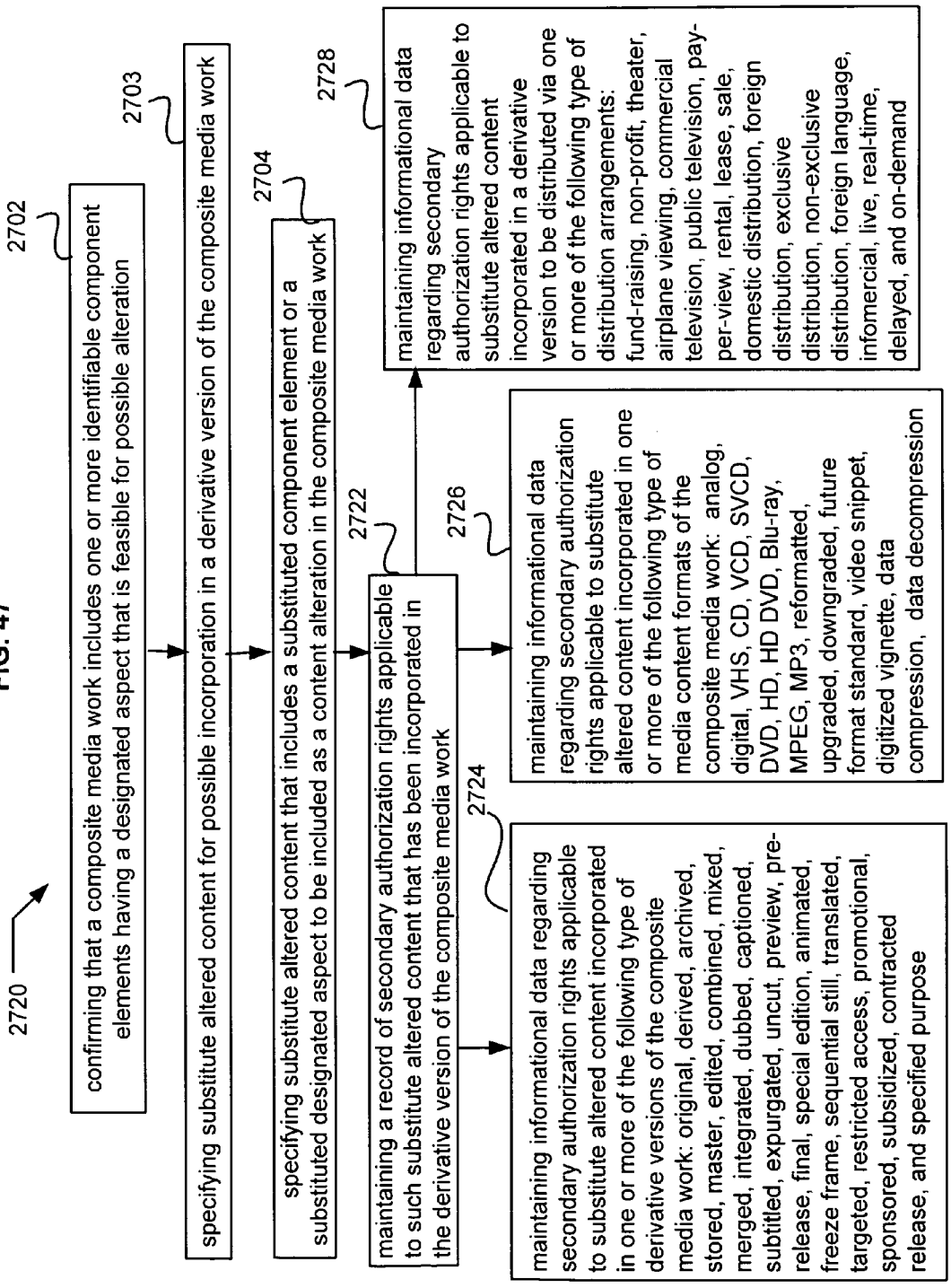

2720
2702
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2703
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2704
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2722
maintaining a record of secondary authorization rights applicable to such substitute altered content that has been incorporated in the derivative version of the composite media work
2724
maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in one or more of the following type of derivative versions of the composite media work: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, and specified purpose
2726
maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in one or more of the following type of media content formats of the composite media work: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, upgraded, downgraded, future format standard, video snippet, digitized vignette, data compression, data decompression
2728
maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in a derivative version to be distributed via one or more of the following type of distribution arrangements: fund-raising, non-profit, theater, airplane viewing, commercial television, public television, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, foreign language, infomercial, live, real-time, delayed, and on-demand

FIG. 48

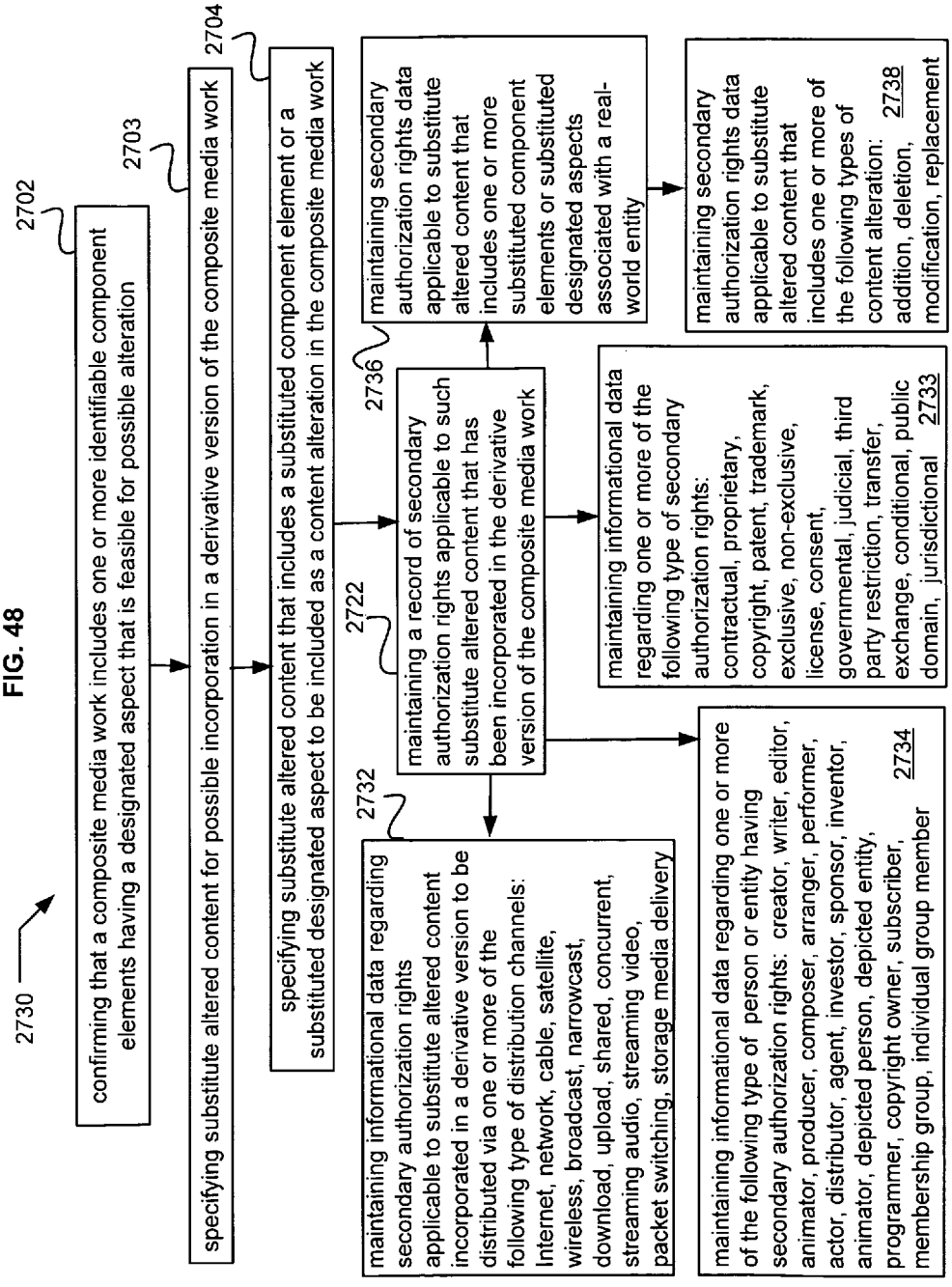

2730
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2702
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2703
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2704
maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in a derivative version to be distributed via one or more of the following type of distribution channels: Internet, network, cable, satellite, wireless, broadcast, narrowcast, download, upload, shared, concurrent, streaming audio, streaming video, packet switching, storage media delivery
2732
maintaining a record of secondary authorization rights applicable to such substitute altered content that has been incorporated in the derivative version of the composite media work
2722
maintaining informational data regarding one or more of the following type of secondary authorization rights: contractual, proprietary, copyright, patent, trademark, exclusive, non-exclusive, license, consent, governmental, judicial, third party restriction, transfer, exchange, conditional, public domain, jurisdictional 2733
maintaining informational data regarding one or more of the following type of person or entity having secondary authorization rights: creator, writer, editor, animator, producer, composer, arranger, performer, actor, distributor, agent, investor, sponsor, inventor, animator, depicted person, depicted entity, programmer, copyright owner, subscriber, membership group, individual group member 2734
maintaining secondary authorization rights data applicable to substitute altered content that includes one or more substituted component elements or substituted designated aspects associated with a real-world entity
2736
maintaining secondary authorization rights data applicable to substitute altered content that includes one or more of the following types of content alteration: addition, deletion, modification, replacement 2738

FIG. 49

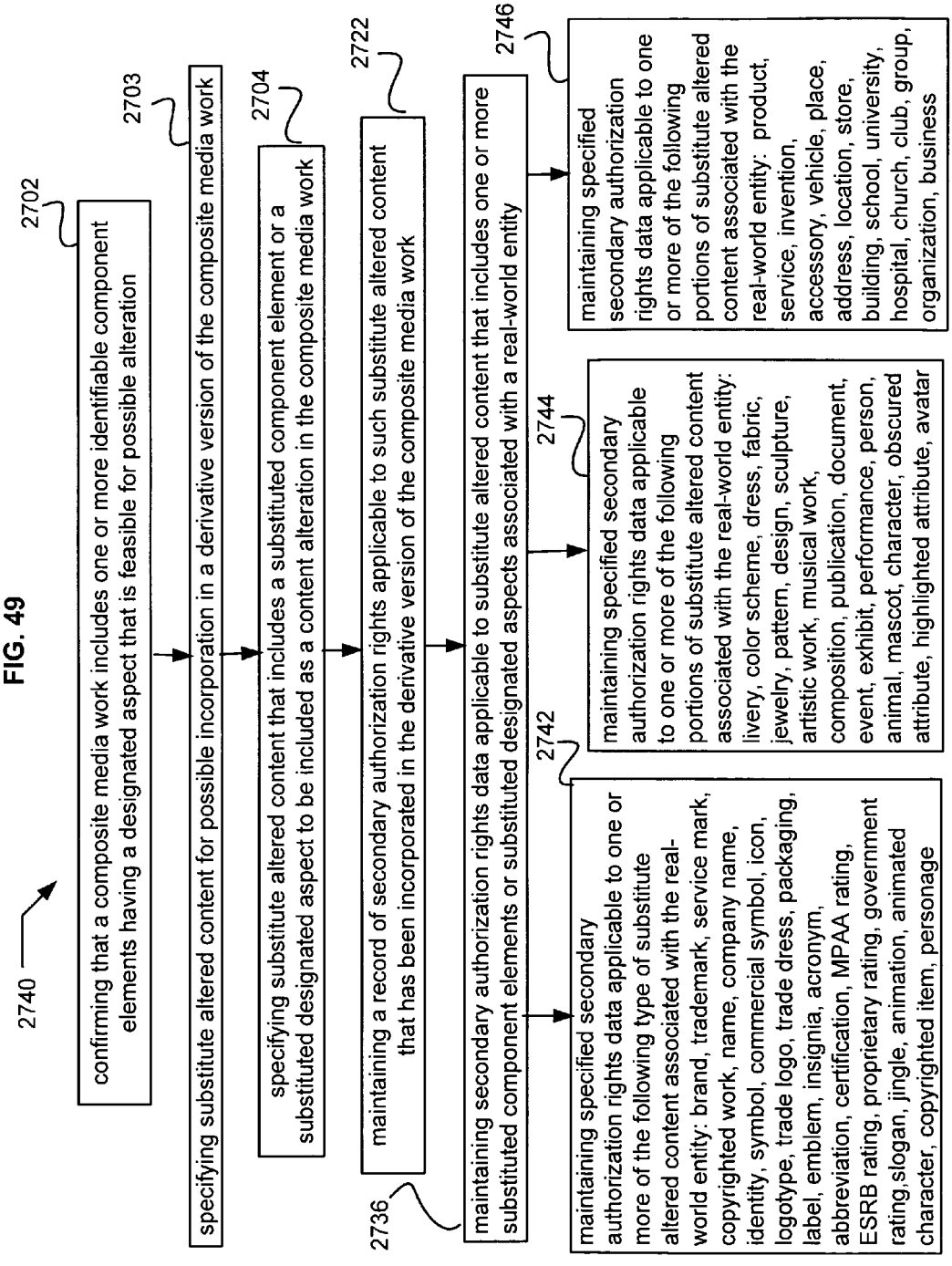

2740
2702
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2703
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2704
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2722
maintaining a record of secondary authorization rights applicable to such substitute altered content that has been incorporated in the derivative version of the composite media work
2736
maintaining secondary authorization rights data applicable to substitute altered content that includes one or more substituted component elements or substituted designated aspects associated with a real-world entity
2742
maintaining specified secondary authorization rights data applicable to one or more of the following type of substitute altered content associated with the real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, MPAA rating, ESRB rating, proprietary rating, government rating,slogan, jingle, animation, animated character, copyrighted item, personage
2744
maintaining specified secondary authorization rights data applicable to one or more of the following portions of substitute altered content associated with the real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, obscured attribute, highlighted attribute, avatar
2746
maintaining specified secondary authorization rights data applicable to one or more of the following portions of substitute altered content associated with the real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, business

FIG. 50

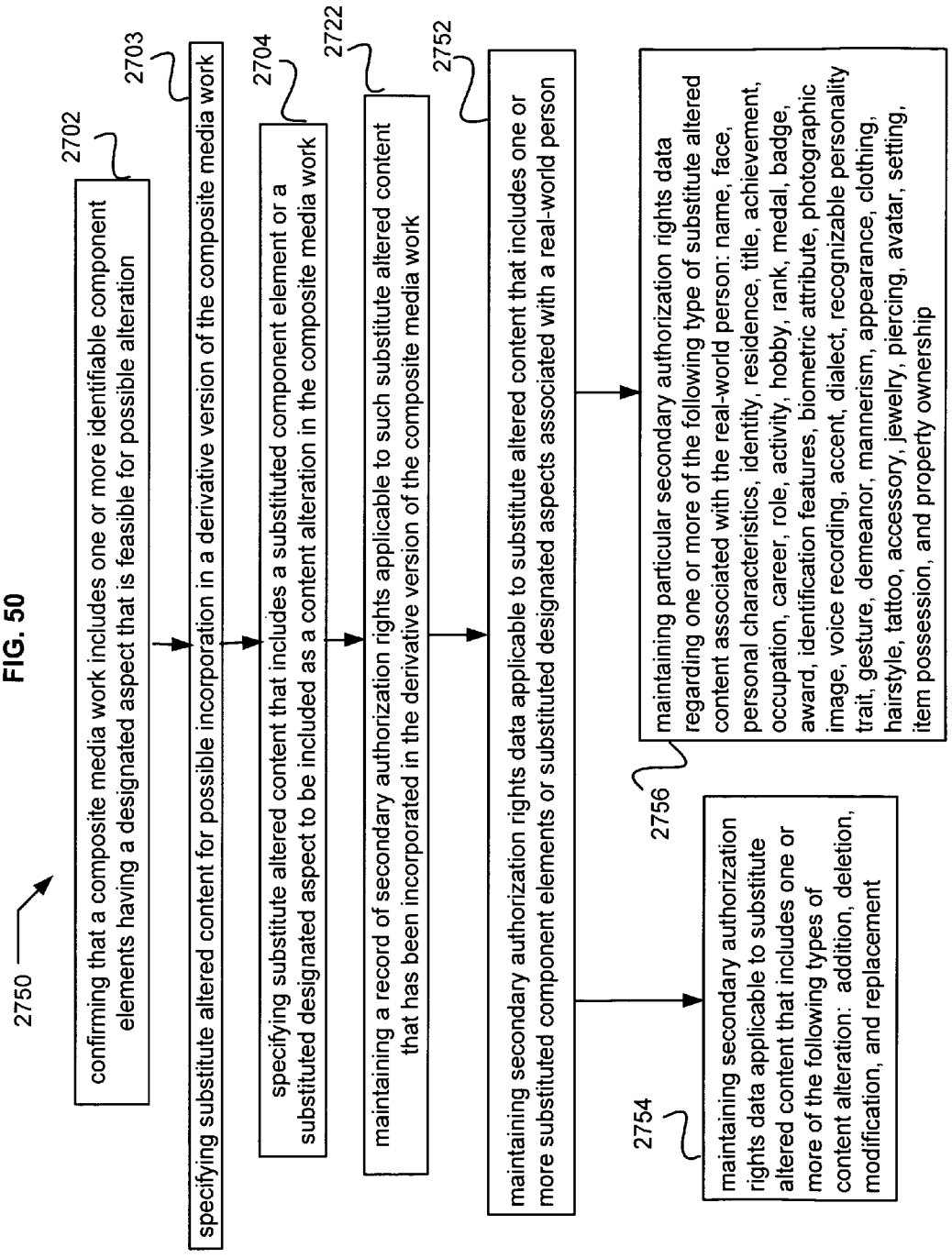

2750
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2702
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2703
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2704
maintaining a record of secondary authorization rights applicable to such substitute altered content that has been incorporated in the derivative version of the composite media work
2722
maintaining secondary authorization rights data applicable to substitute altered content that includes one or more substituted component elements or substituted designated aspects associated with a real-world person
2752
maintaining secondary authorization rights data applicable to substitute altered content that includes one or more of the following types of content alteration: addition, deletion, modification, and replacement
2754
maintaining particular secondary authorization rights data regarding one or more of the following type of substitute altered content associated with the real-world person: name, face, personal characteristics, identity, residence, title, achievement, occupation, career, role, activity, hobby, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership
2756

FIG. 51

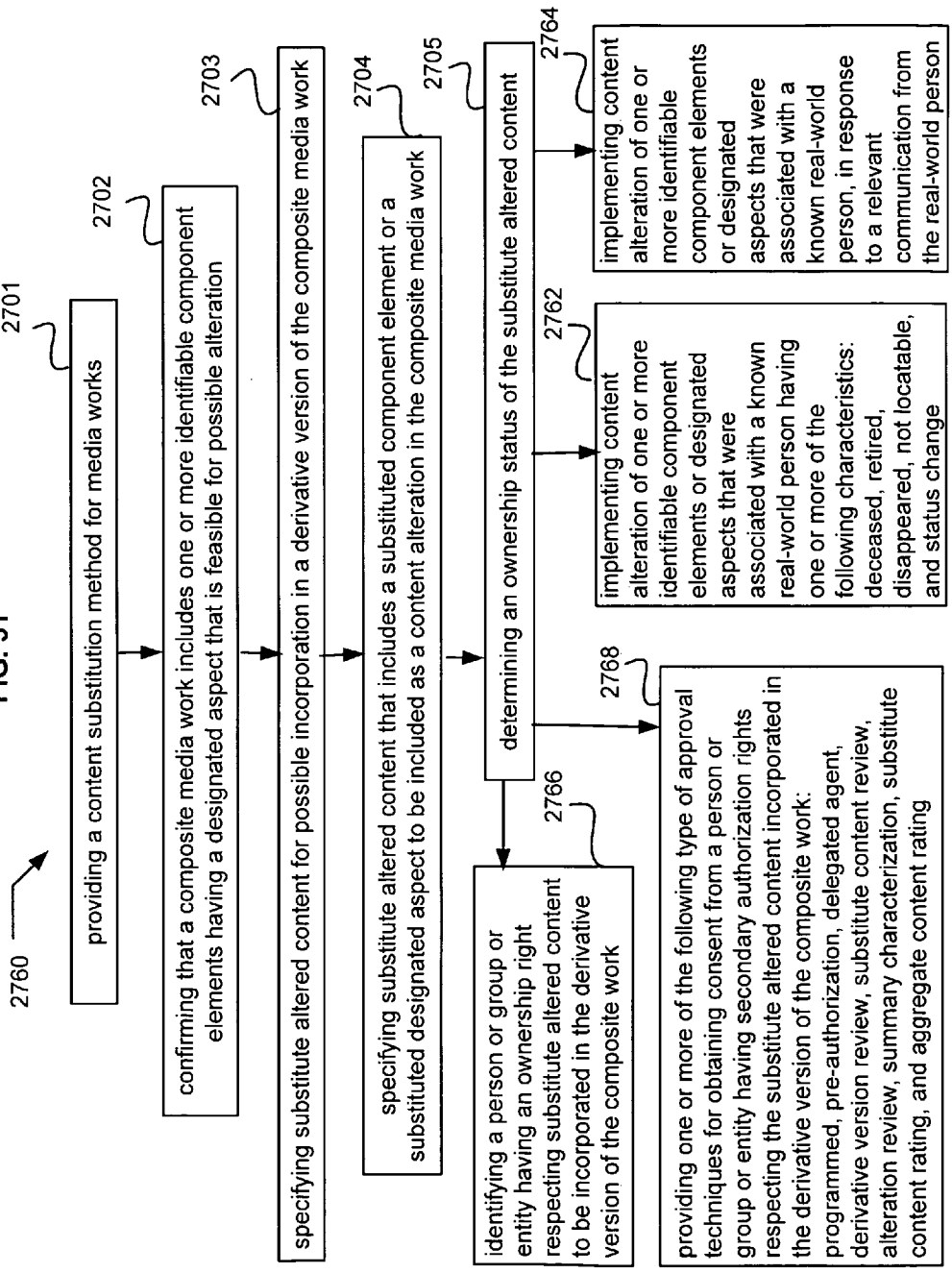

2760
providing a content substitution method for media works
2701
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2702
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2703
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2704
determining an ownership status of the substitute altered content
2705
identifying a person or group or entity having an ownership right respecting substitute altered content to be incorporated in the derivative version of the composite work
2766
implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world person having one or more of the following characteristics: deceased, retired, disappeared, not locatable, and status change
2762
implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world person, in response to a relevant communication from the real-world person
2764
providing one or more of the following type of approval techniques for obtaining consent from a person or group or entity having secondary authorization rights respecting the substitute altered content incorporated in the derivative version of the composite work: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating
2768

FIG. 52

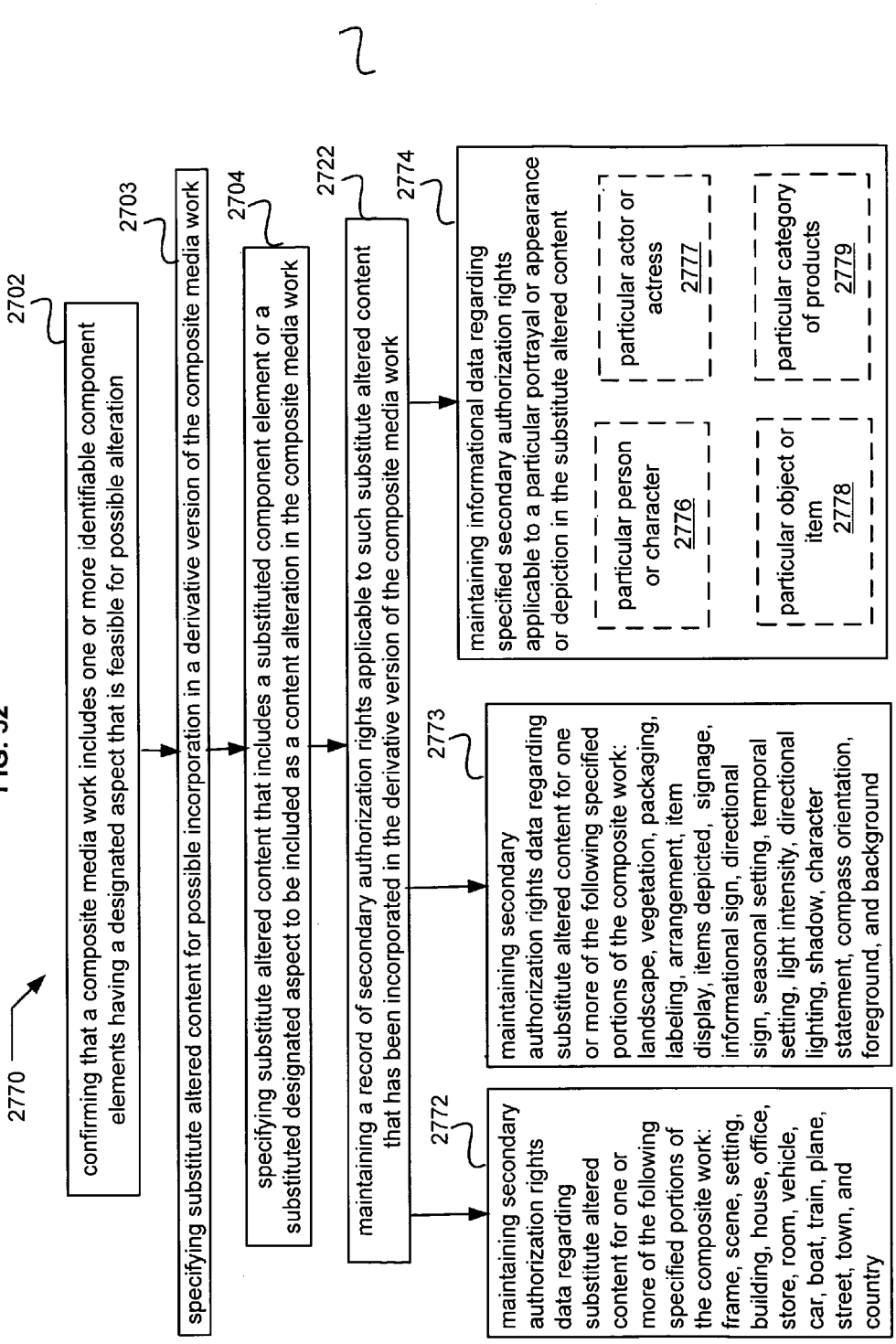

2770
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2702
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2703
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2704
maintaining a record of secondary authorization rights applicable to such substitute altered content that has been incorporated in the derivative version of the composite media work
2722
maintaining secondary authorization rights data regarding substitute altered content for one or more of the following specified portions of the composite work: landscape, vegetation, packaging, labeling, arrangement, item display, items depicted, signage, informational sign, directional sign, seasonal setting, temporal setting, light intensity, directional lighting, shadow, character statement, compass orientation, foreground, and background
2773
maintaining secondary authorization rights data regarding substitute altered content for one or more of the following specified portions of the composite work: frame, scene, setting, building, house, office, store, room, vehicle, car, boat, train, plane, street, town, and country
2772
maintaining informational data regarding specified secondary authorization rights applicable to a particular portrayal or appearance or depiction in the substitute altered content
2774
particular person or character 2776
particular actor or actress 2777
particular object or item 2778
particular category of products 2779

FIG. 53

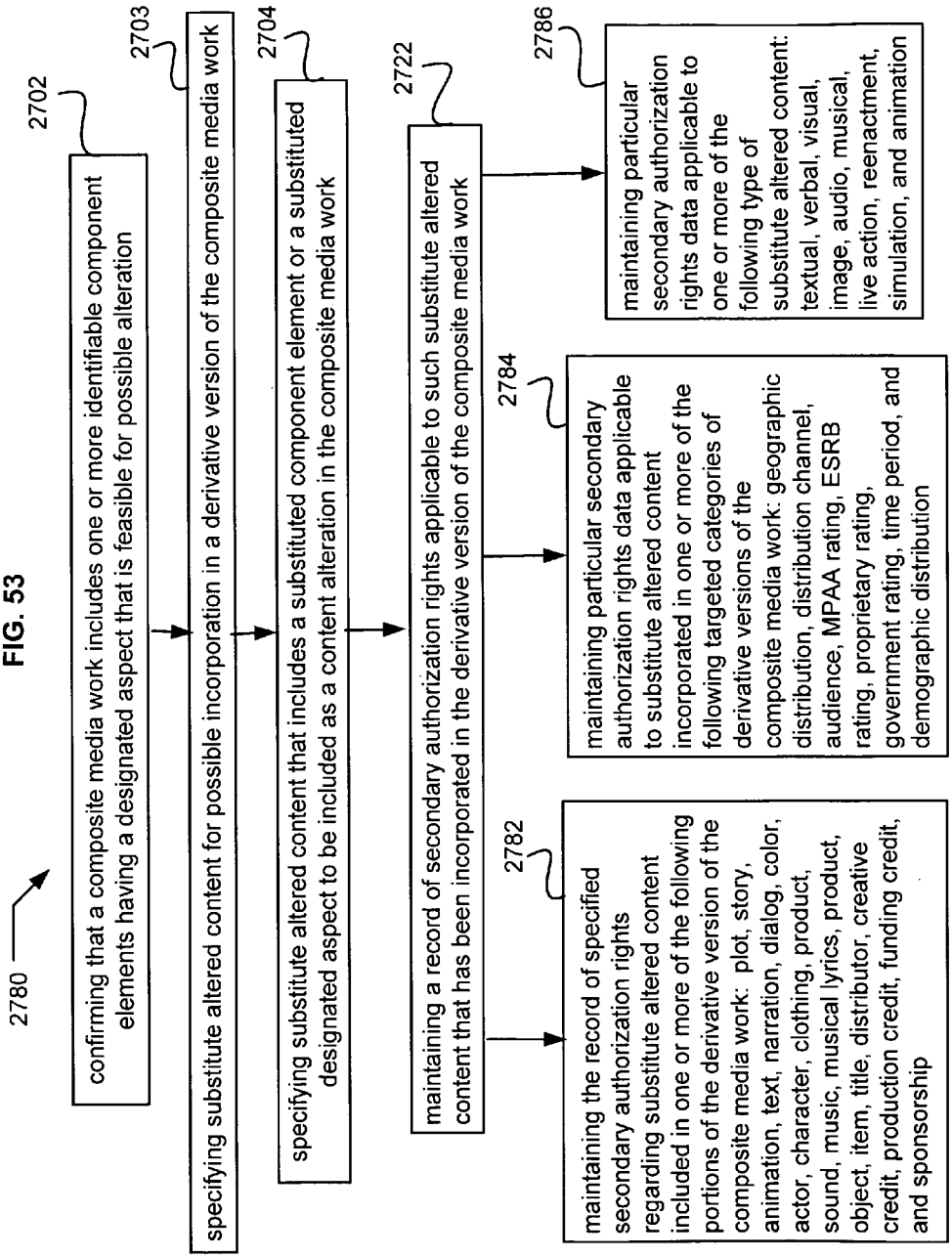

2780
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2702
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2703
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2704
maintaining a record of secondary authorization rights applicable to such substitute altered content that has been incorporated in the derivative version of the composite media work
2722
maintaining the record of specified secondary authorization rights regarding substitute altered content included in one or more of the following portions of the derivative version of the composite media work: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, distributor, creative credit, production credit, funding credit, and sponsorship
2782
maintaining particular secondary authorization rights data applicable to substitute altered content incorporated in one or more of the following targeted categories of derivative versions of the composite media work: geographic distribution, distribution channel, audience, MPAA rating, ESRB rating, proprietary rating, government rating, time period, and demographic distribution
2784
maintaining particular secondary authorization rights data applicable to one or more of the following type of substitute altered content: textual, verbal, visual, image, audio, musical, live action, reenactment, simulation, and animation
2786

FIG. 54

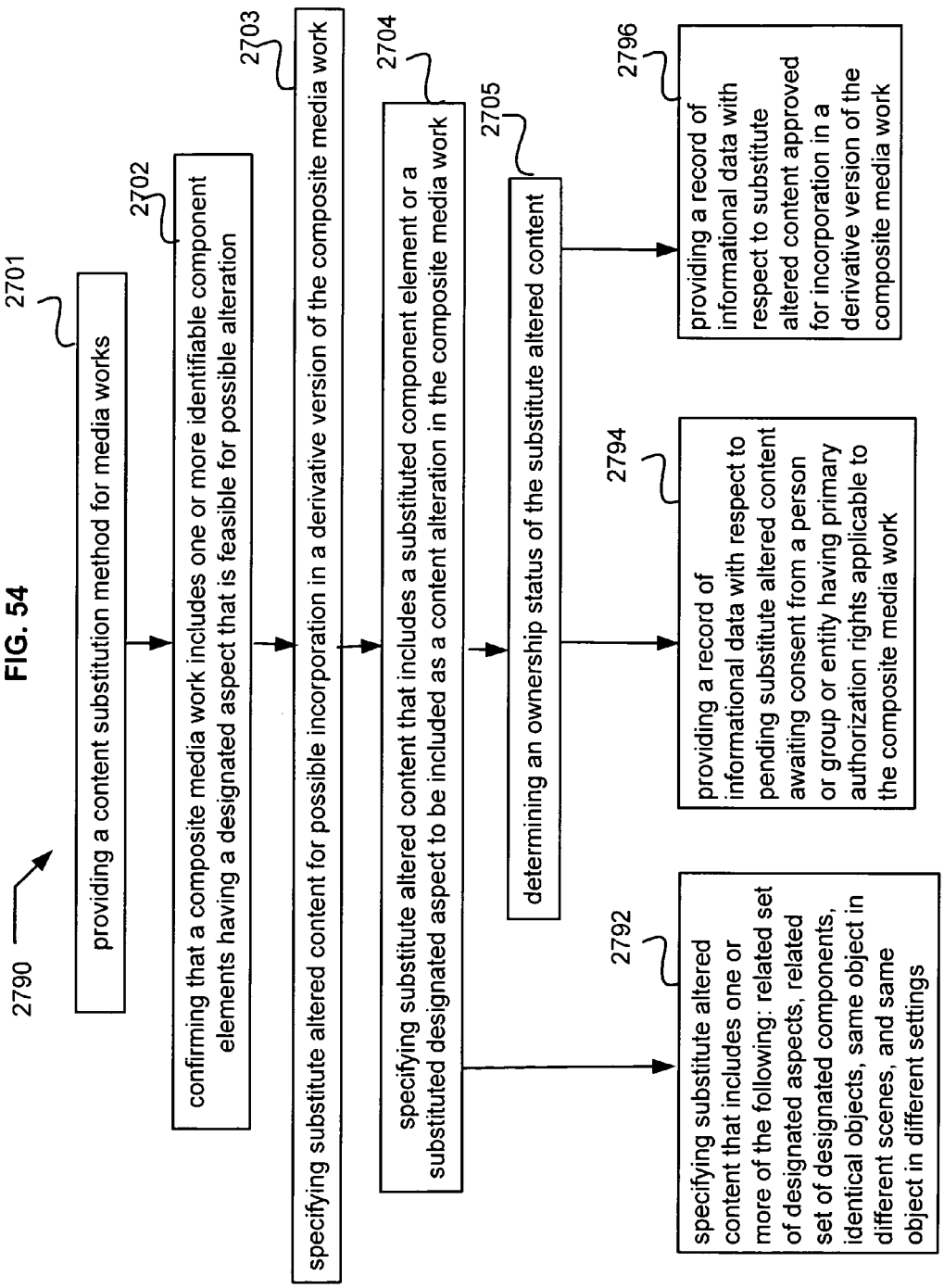

2790
providing a content substitution method for media works
2701
confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration
2702
specifying substitute altered content for possible incorporation in a derivative version of the composite media work
2703
specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work
2704
determining an ownership status of the substitute altered content
2705
specifying substitute altered content that includes one or more of the following: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, and same object in different settings
2792
providing a record of informational data with respect to pending substitute altered content awaiting consent from a person or group or entity having primary authorization rights applicable to the composite media work
2794
providing a record of informational data with respect to substitute altered content approved for incorporation in a derivative version of the composite media work
2796

FIG. 55

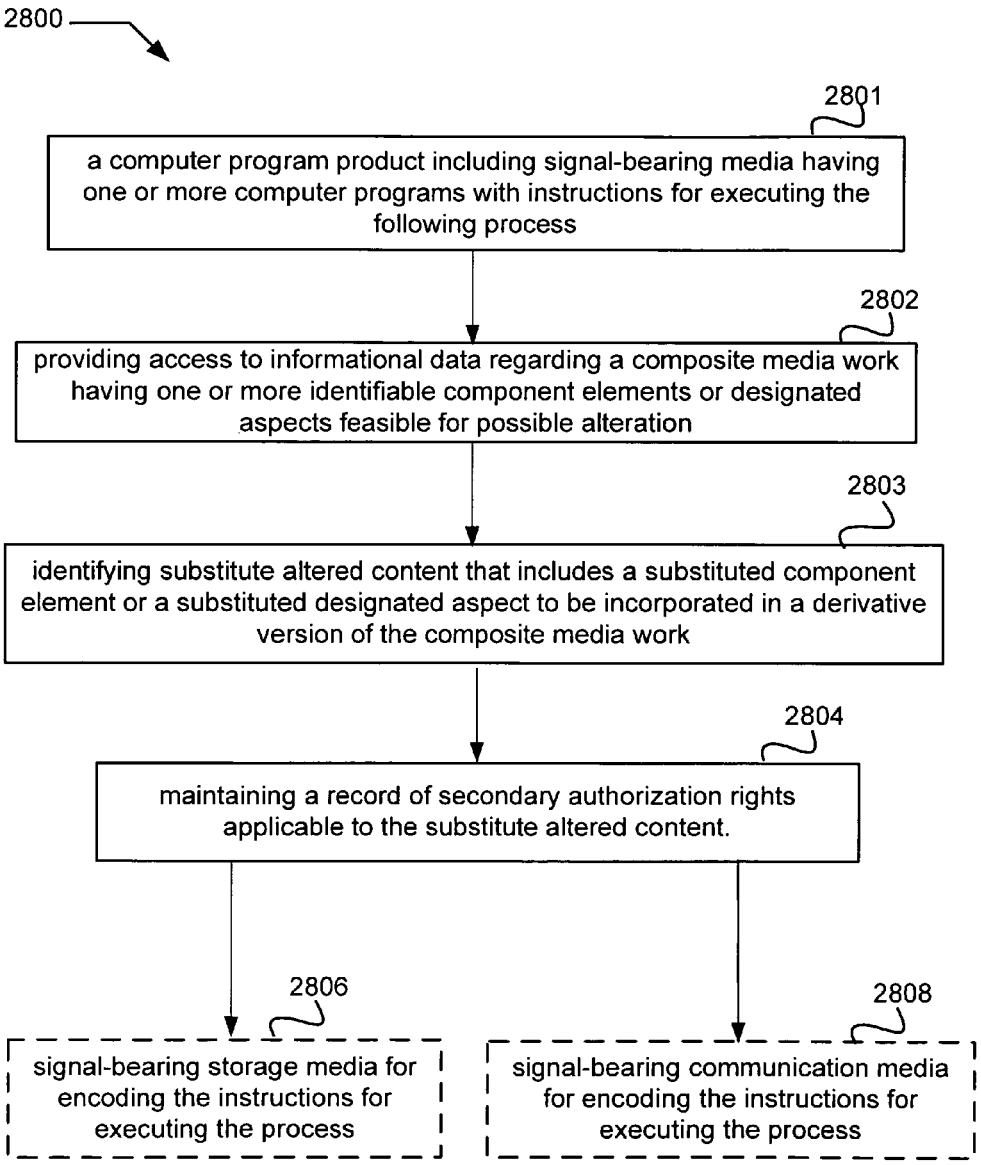

2800
2801
a computer program product including signal-bearing media having one or more computer programs with instructions for executing the following process
2802
providing access to informational data regarding a composite media work having one or more identifiable component elements or designated aspects feasible for possible alteration
2803
identifying substitute altered content that includes a substituted component element or a substituted designated aspect to be incorporated in a derivative version of the composite media work
2804
maintaining a record of secondary authorization rights applicable to the substitute altered content.
2806
signal-bearing storage media for encoding the instructions for executing the process
2808
signal-bearing communication media for encoding the instructions for executing the process

FIG. 56

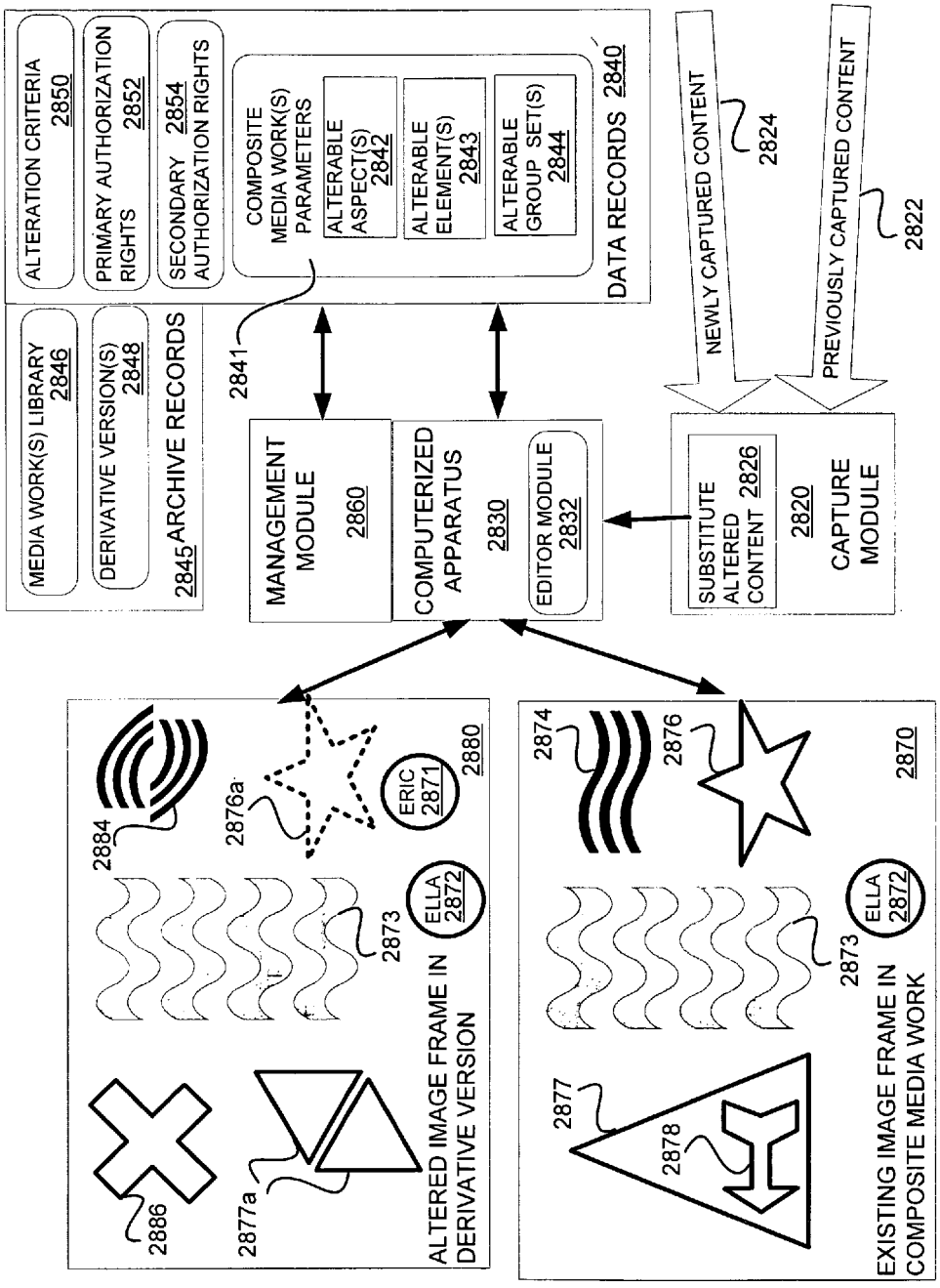

ALTERATION CRITERIA 2850
PRIMARY AUTHORIZATION RIGHTS 2852
SECONDARY AUTHORIZATION RIGHTS 2854
COMPOSITE MEDIA WORK(S) PARAMETERS
ALTERABLE ASPECT(S) 2842
ALTERABLE ELEMENT(S) 2843
ALTERABLE GROUP SET(S) 2844
DATA RECORDS 2840
MEDIA WORK(S) LIBRARY 2846
DERIVATIVE VERSION(S) 2848
2845 ARCHIVE RECORDS
2841
MANAGEMENT MODULE 2860
COMPUTERIZED APPARATUS 2830
EDITOR MODULE 2832
NEWLY CAPTURED CONTENT
2824
PREVIOUSLY CAPTURED CONTENT
2822
SUBSTITUTE ALTERED CONTENT 2826
2820 CAPTURE MODULE
2884
2876a
ERIC 2871
2880
2873
ELLA 2872
2886
2877a
ALTERED IMAGE FRAME IN DERIVATIVE VERSION
2874
2876
2877
2878
2873
ELLA 2872
EXISTING IMAGE FRAME IN COMPOSITE MEDIA WORK
2870

FIG. 57

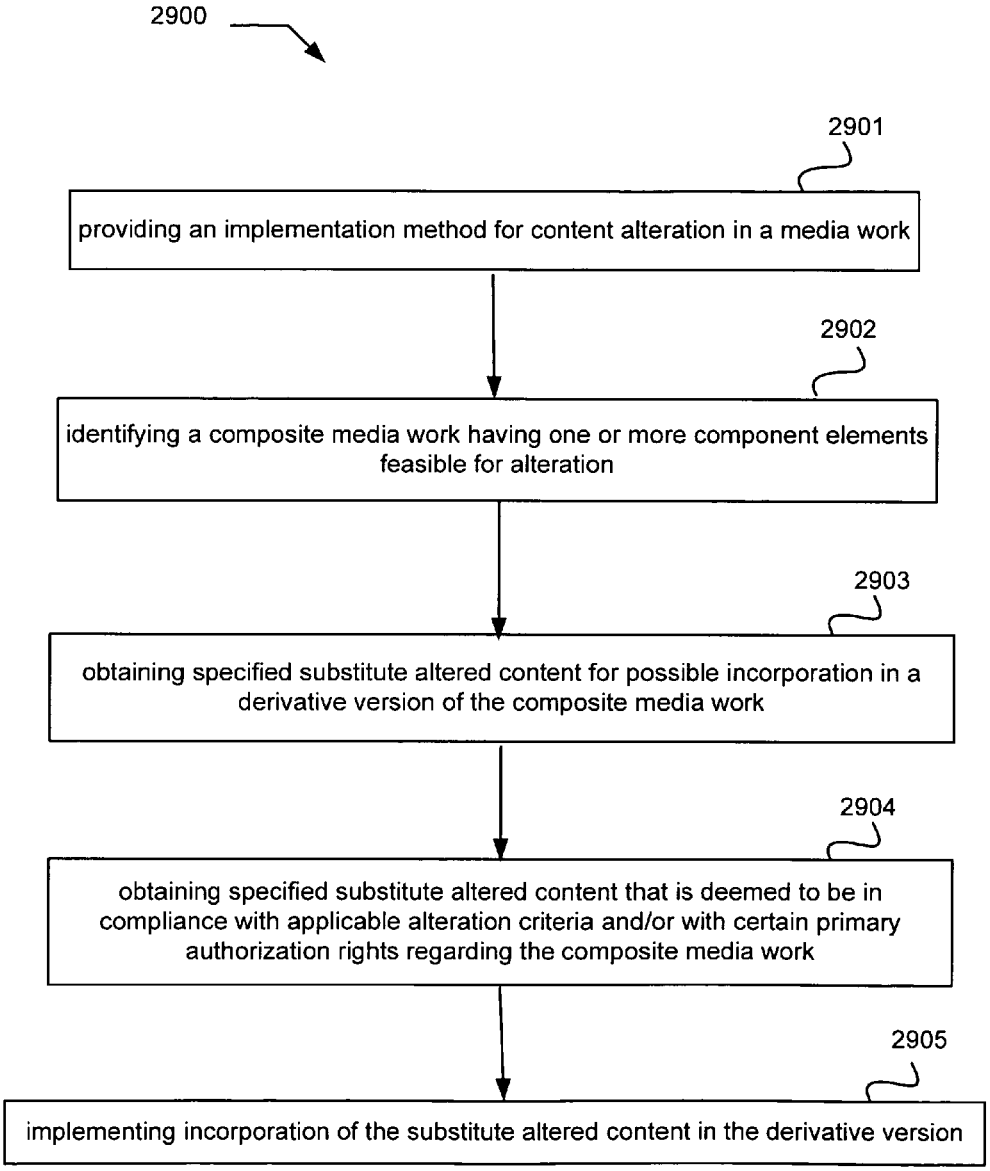
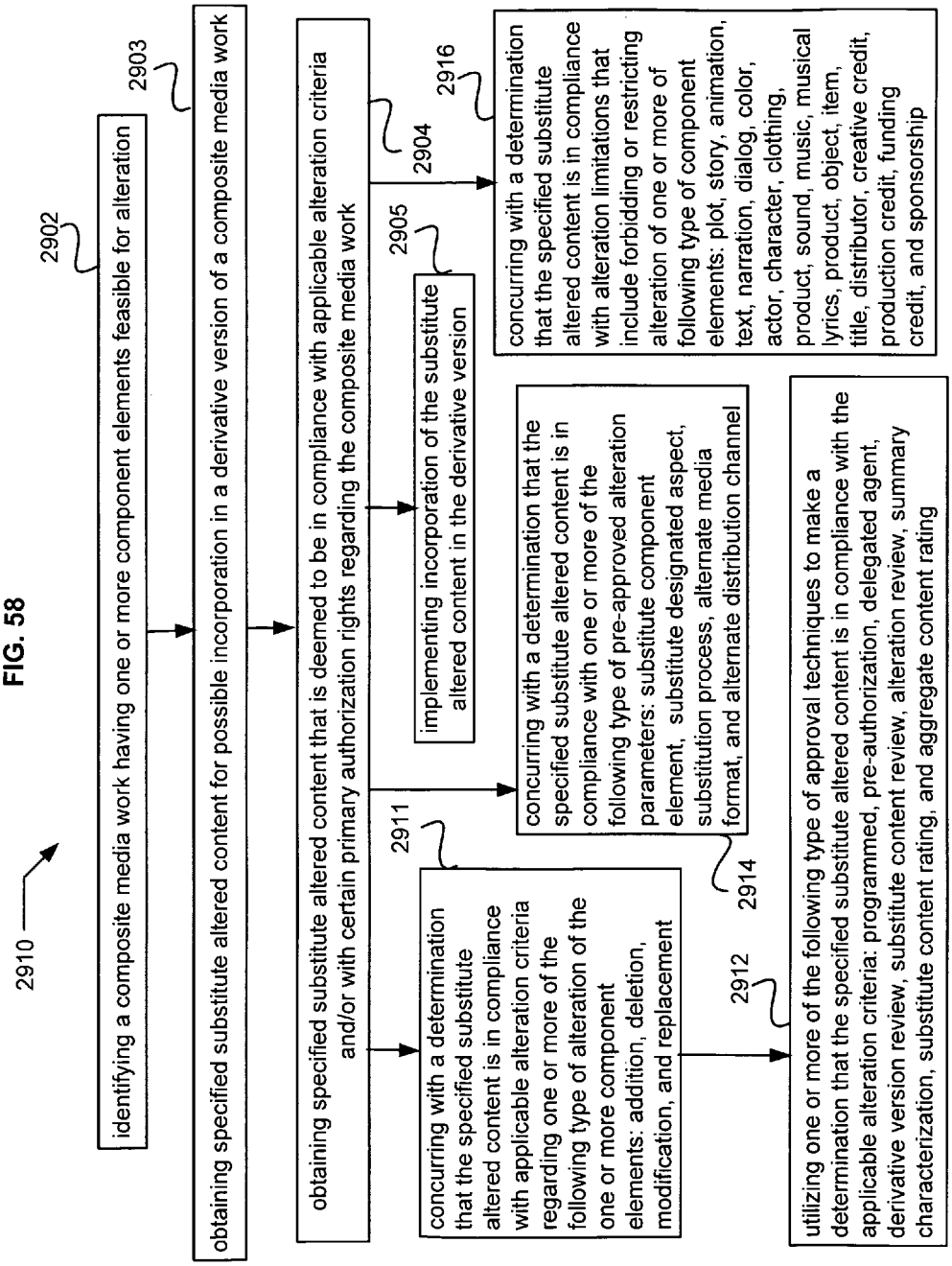

2900
2901
providing an implementation method for content alteration in a media work
2902
identifying a composite media work having one or more component elements feasible for alteration
2903
obtaining specified substitute altered content for possible incorporation in a derivative version of the composite media work
2904
obtaining specified substitute altered content that is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work
2905
implementing incorporation of the substitute altered content in the derivative version

FIG. 58


2910
identifying a composite media work having one or more component elements feasible for alteration
2902
2903
obtaining specified substitute altered content for possible incorporation in a derivative version of a composite media work
obtaining specified substitute altered content that is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work
2904
2905
2916
implementing incorporation of the substitute altered content in the derivative version
concurring with a determination that the specified substitute altered content is in compliance with alteration limitations that include forbidding or restricting alteration of one or more of following type of component elements: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, distributor, creative credit, production credit, funding credit, and sponsorship
2911
concurring with a determination that the specified substitute altered content is in compliance with applicable alteration criteria regarding one or more of the following type of alteration of the one or more component elements: addition, deletion, modification, and replacement
concurring with a determination that the specified substitute altered content is in compliance with one or more of the following type of pre-approved alteration parameters: substitute component element, substitute designated aspect, substitution process, alternate media format, and alternate distribution channel
2914
2912
utilizing one or more of the following type of approval techniques to make a determination that the specified substitute altered content is in compliance with the applicable alteration criteria: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating

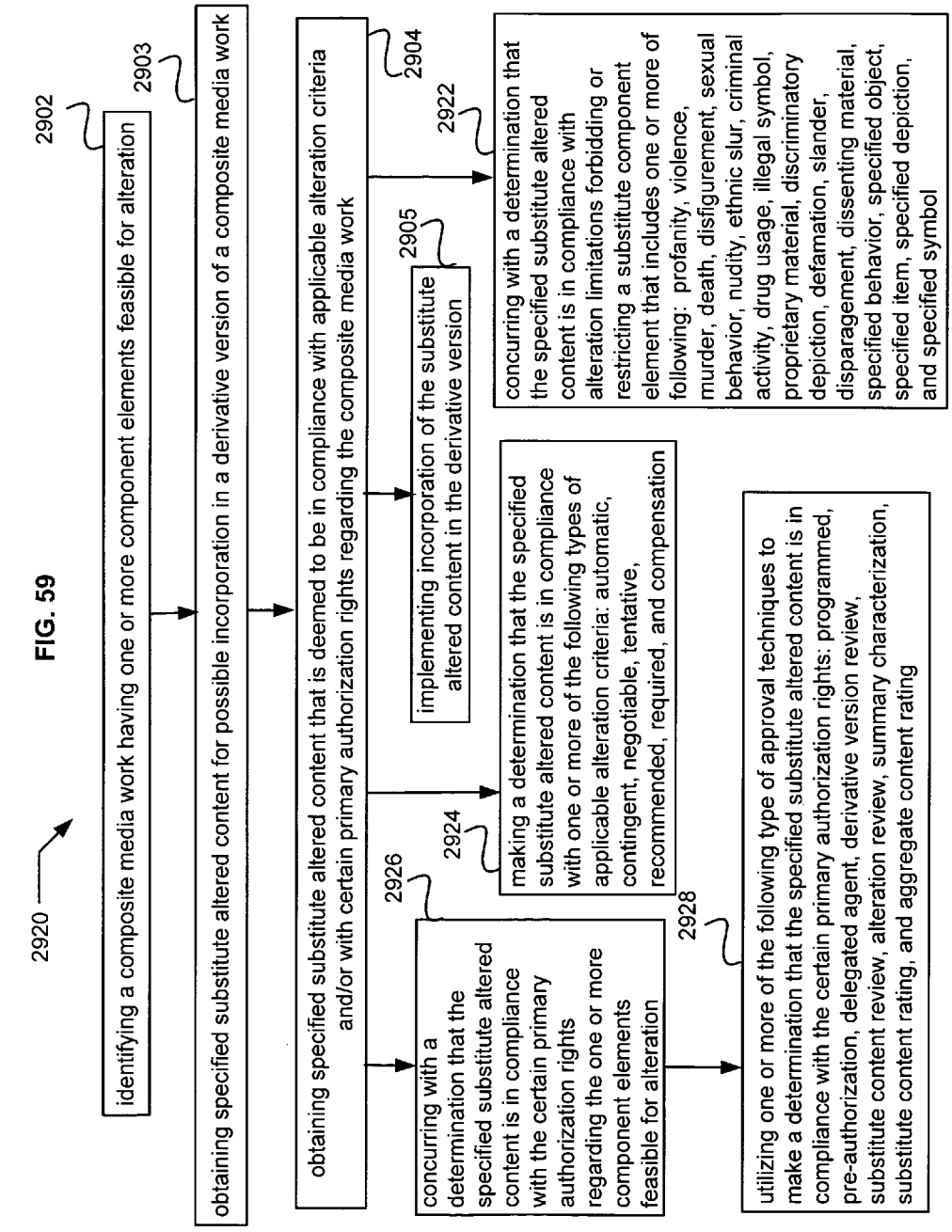

2920
identifying a composite media work having one or more component elements feasible for alteration
2902
obtaining specified substitute altered content for possible incorporation in a derivative version of a composite media work
2903
obtaining specified substitute altered content that is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work
2904
concurring with a determination that the specified substitute altered content is in compliance with the certain primary authorization rights regarding the one or more component elements feasible for alteration
2926
making a determination that the specified substitute altered content is in compliance with one or more of the following types of applicable alteration criteria: automatic, contingent, negotiable, tentative, recommended, required, and compensation
2924
implementing incorporation of the substitute altered content in the derivative version
2905
concurring with a determination that the specified substitute altered content is in compliance with alteration limitations forbidding or restricting a substitute component element that includes one or more of following: profanity, violence, murder, death, disfigurement, sexual behavior, nudity, ethnic slur, criminal activity, drug usage, illegal symbol, proprietary material, discriminatory depiction, defamation, slander, disparagement, dissenting material, specified behavior, specified object, specified item, specified depiction, and specified symbol
2922
utilizing one or more of the following type of approval techniques to make a determination that the specified substitute altered content is in compliance with the certain primary authorization rights: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating
2928

FIG. 59

FIG. 60

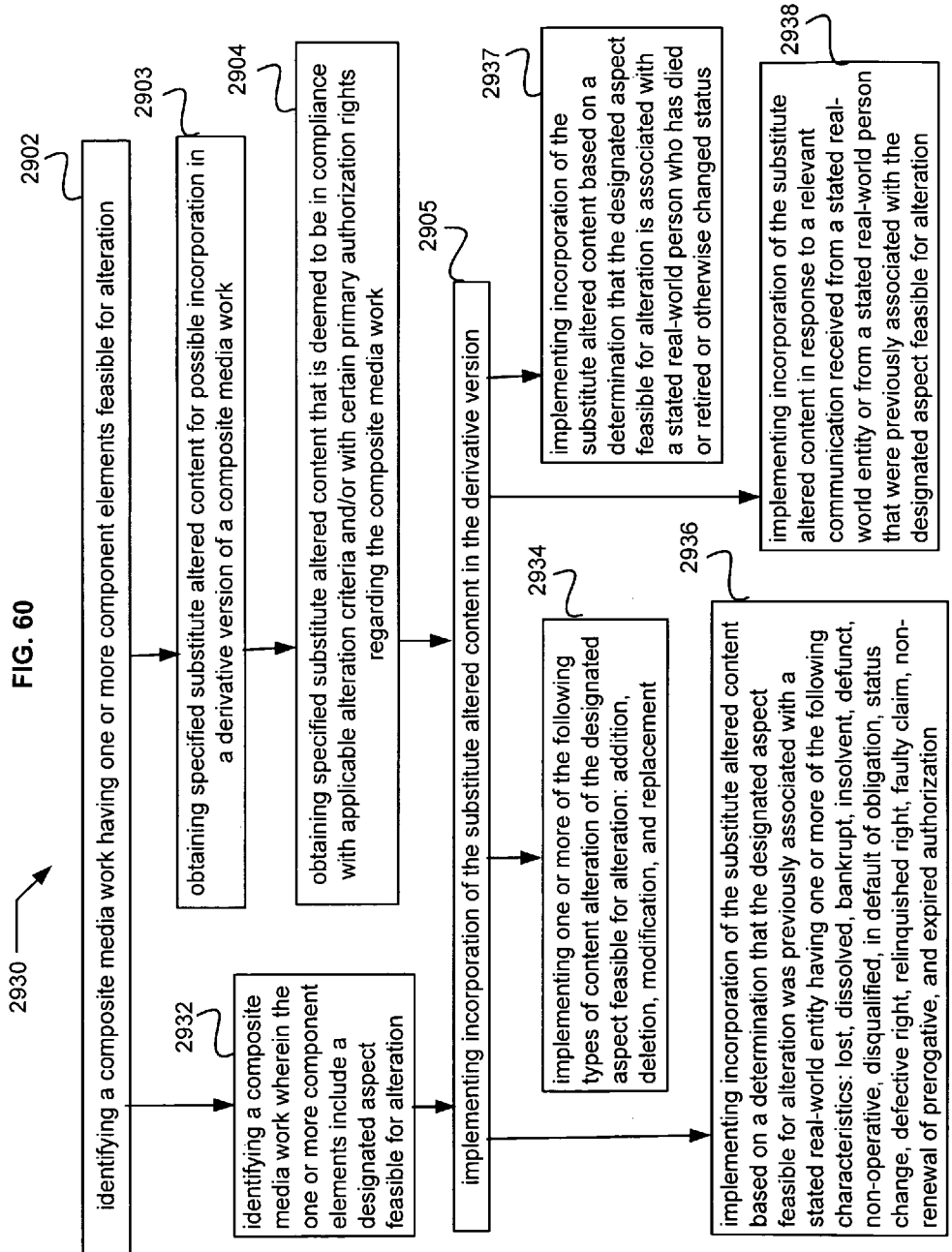
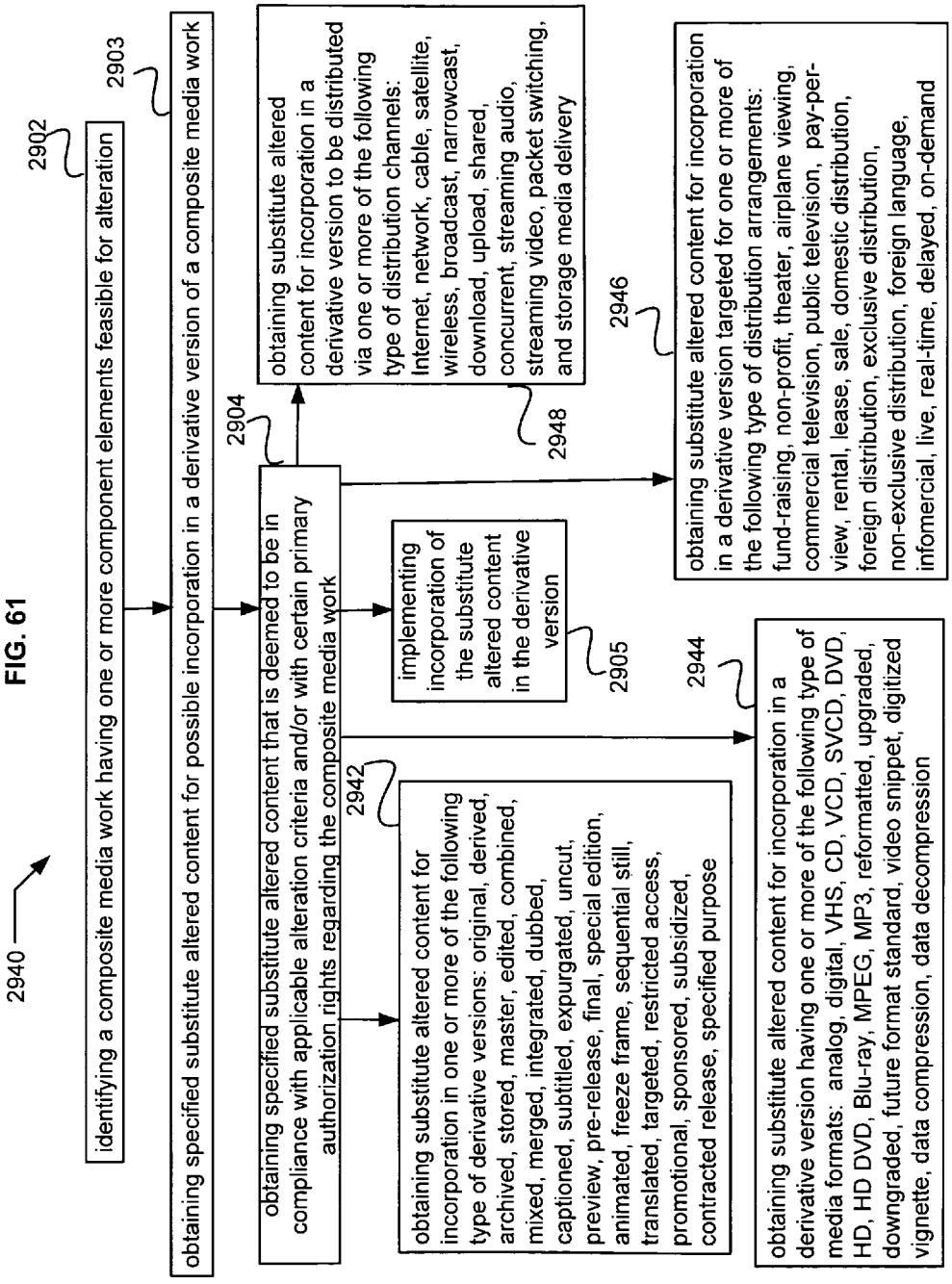

2930
identifying a composite media work having one or more component elements feasible for alteration
2902
identifying a composite media work wherein the one or more component elements include a designated aspect feasible for alteration
2932
obtaining specified substitute altered content for possible incorporation in a derivative version of a composite media work
2903
obtaining specified substitute altered content that is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work
2904
implementing incorporation of the substitute altered content in the derivative version
2905
implementing one or more of the following types of content alteration of the designated aspect feasible for alteration: addition, deletion, modification, and replacement
2934
implementing incorporation of the substitute altered content based on a determination that the designated aspect feasible for alteration was previously associated with a stated real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, status change, defective right, relinquished right, faulty claim, non-renewal of prerogative, and expired authorization
2936
implementing incorporation of the substitute altered content based on a determination that the designated aspect feasible for alteration is associated with a stated real-world person who has died or retired or otherwise changed status
2937
implementing incorporation of the substitute altered content in response to a relevant communication received from a stated real-world entity or from a stated real-world person that were previously associated with the designated aspect feasible for alteration
2938

FIG. 61


2940
identifying a composite media work having one or more component elements feasible for alteration
2902
obtaining specified substitute altered content for possible incorporation in a derivative version of a composite media work
2903
obtaining specified substitute altered content that is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work
2904
obtaining substitute altered content for incorporation in a derivative version to be distributed via one or more of the following type of distribution channels: Internet, network, cable, satellite, wireless, broadcast, narrowcast, download, upload, shared, concurrent, streaming audio, streaming video, packet switching, and storage media delivery
2948
2942
obtaining substitute altered content for incorporation in one or more of the following type of derivative versions: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, specified purpose
implementing incorporation of the substitute altered content in the derivative version
2905
2946
obtaining substitute altered content for incorporation in a derivative version targeted for one or more of the following type of distribution arrangements: fund-raising, non-profit, theater, airplane viewing, commercial television, public television, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, foreign language, infomercial, live, real-time, delayed, on-demand
2944
obtaining substitute altered content for incorporation in a derivative version having one or more of the following type of media formats: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, upgraded, downgraded, future format standard, video snippet, digitized vignette, data compression, data decompression

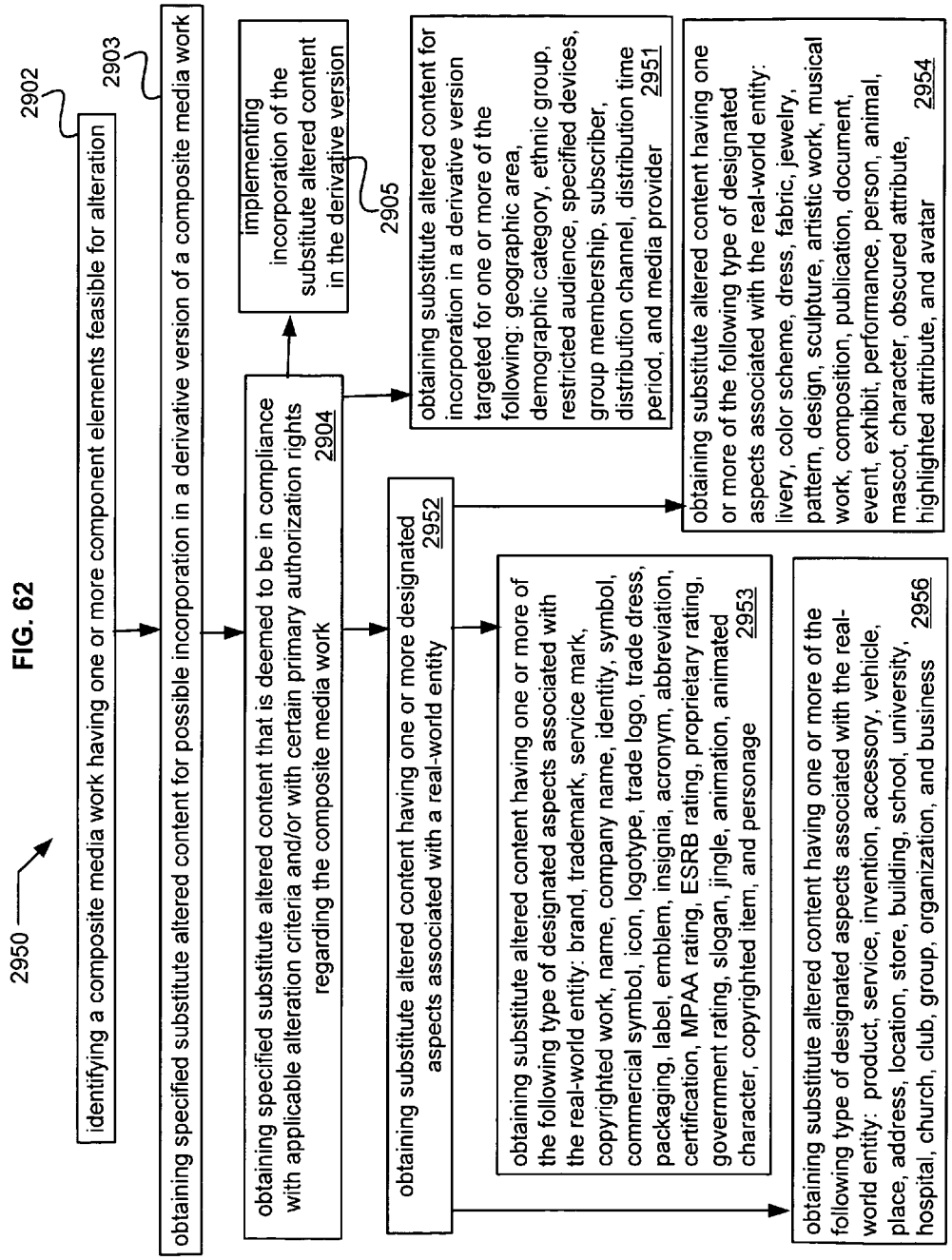

2950
identifying a composite media work having one or more component elements feasible for alteration
2902
obtaining specified substitute altered content for possible incorporation in a derivative version of a composite media work
2903
obtaining specified substitute altered content that is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work 2904
implementing incorporation of the substitute altered content in the derivative version
2905
obtaining substitute altered content having one or more designated aspects associated with a real-world entity 2952
obtaining substitute altered content for incorporation in a derivative version targeted for one or more of the following: geographic area, demographic category, ethnic group, restricted audience, specified devices, group membership, subscriber, distribution channel, distribution time period, and media provider 2951
obtaining substitute altered content having one or more of the following type of designated aspects associated with the real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, MPAA rating, ESRB rating, proprietary rating, government rating, slogan, jingle, animation, animated character, copyrighted item, and personage 2953
obtaining substitute altered content having one or more of the following type of designated aspects associated with the real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, obscured attribute, highlighted attribute, and avatar 2954
obtaining substitute altered content having one or more of the following type of designated aspects associated with the real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business 2956

FIG. 62

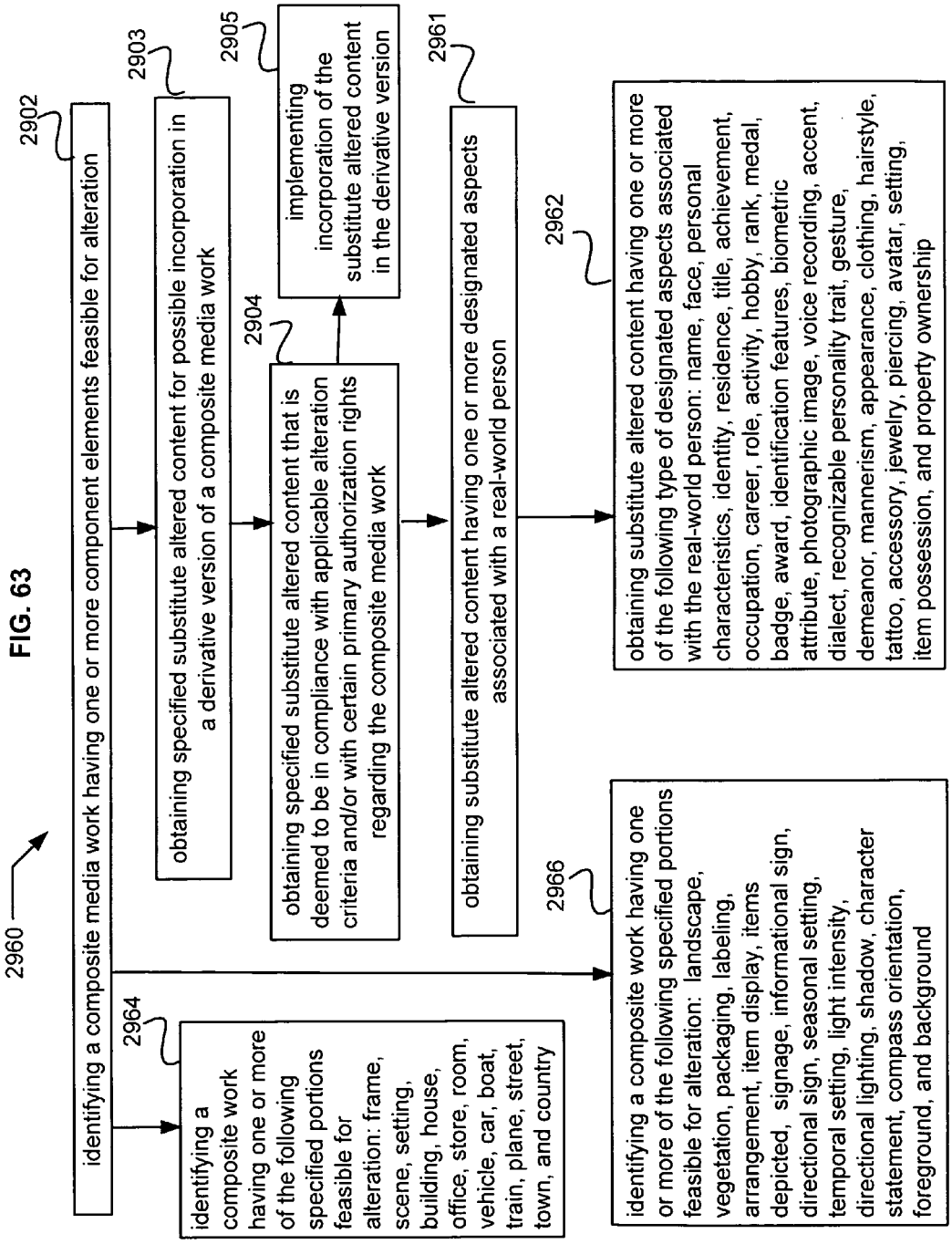

2960
identifying a composite media work having one or more component elements feasible for alteration
2902
identifying a composite work having one or more of the following specified portions feasible for alteration: frame, scene, setting, building, house, office, store, room, vehicle, car, boat, train, plane, street, town, and country
2964
obtaining specified substitute altered content for possible incorporation in a derivative version of a composite media work
2903
obtaining specified substitute altered content that is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work
2904
implementing incorporation of the substitute altered content in the derivative version
2905
obtaining substitute altered content having one or more designated aspects associated with a real-world person
2961
identifying a composite work having one or more of the following specified portions feasible for alteration: landscape, vegetation, packaging, labeling, arrangement, item display, items depicted, signage, informational sign, directional sign, seasonal setting, temporal setting, light intensity, directional lighting, shadow, character statement, compass orientation, foreground, and background
2966
obtaining substitute altered content having one or more of the following type of designated aspects associated with the real-world person: name, face, personal characteristics, identity, residence, title, achievement, occupation, career, role, activity, hobby, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership
2962

FIG. 63

FIG. 64

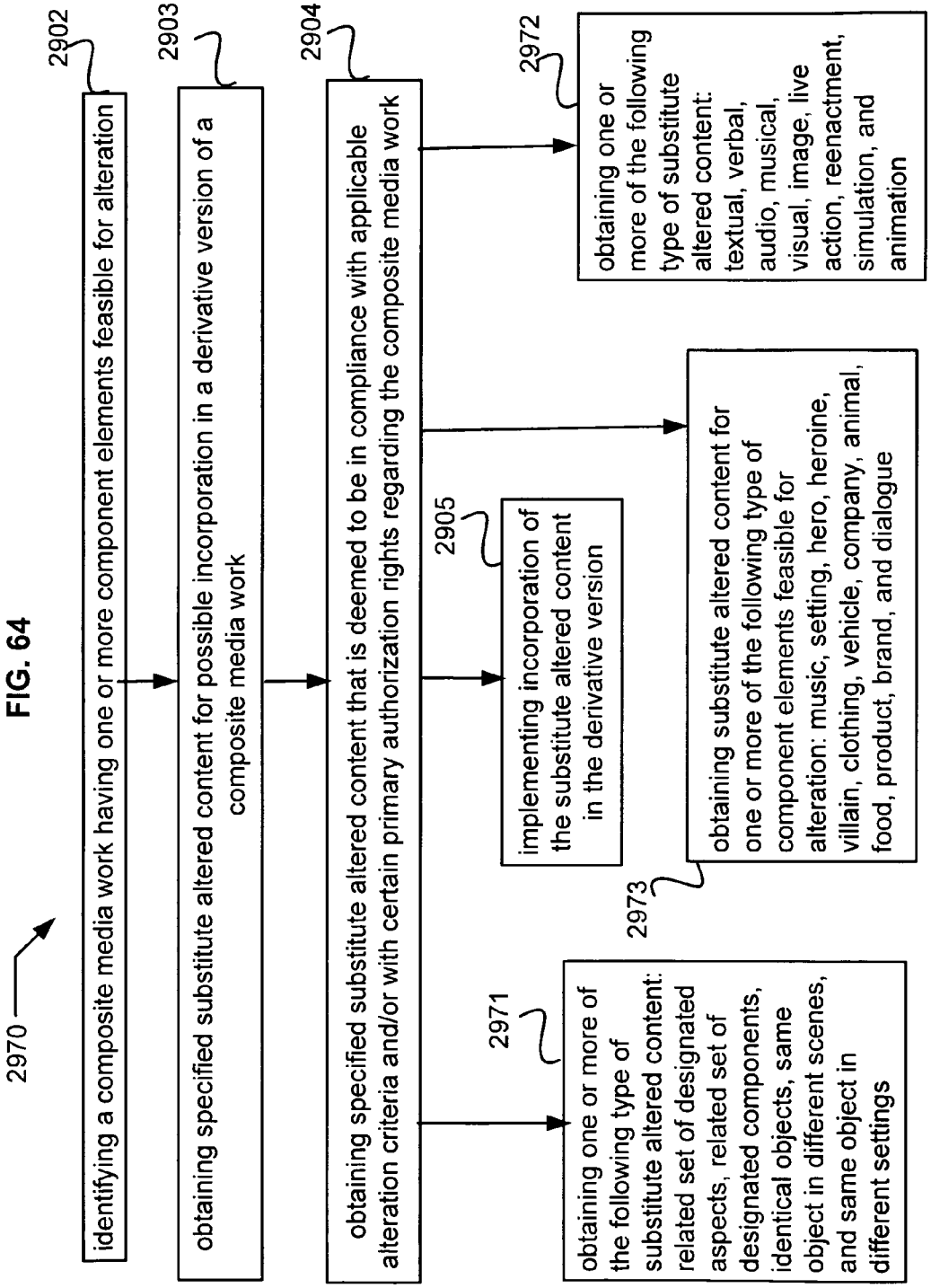

2970
identifying a composite media work having one or more component elements feasible for alteration
2902
obtaining specified substitute altered content for possible incorporation in a derivative version of a composite media work
2903
obtaining specified substitute altered content that is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work
2904
obtaining one or more of the following type of substitute altered content: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, and same object in different settings
2971
implementing incorporation of the substitute altered content in the derivative version
2905
obtaining substitute altered content for one or more of the following type of component elements feasible for alteration: music, setting, hero, heroine, villain, clothing, vehicle, company, animal, food, product, brand, and dialogue
2973
obtaining one or more of the following type of substitute altered content: textual, verbal, audio, musical, visual, image, live action, reenactment, simulation, and animation
2972

FIG. 65

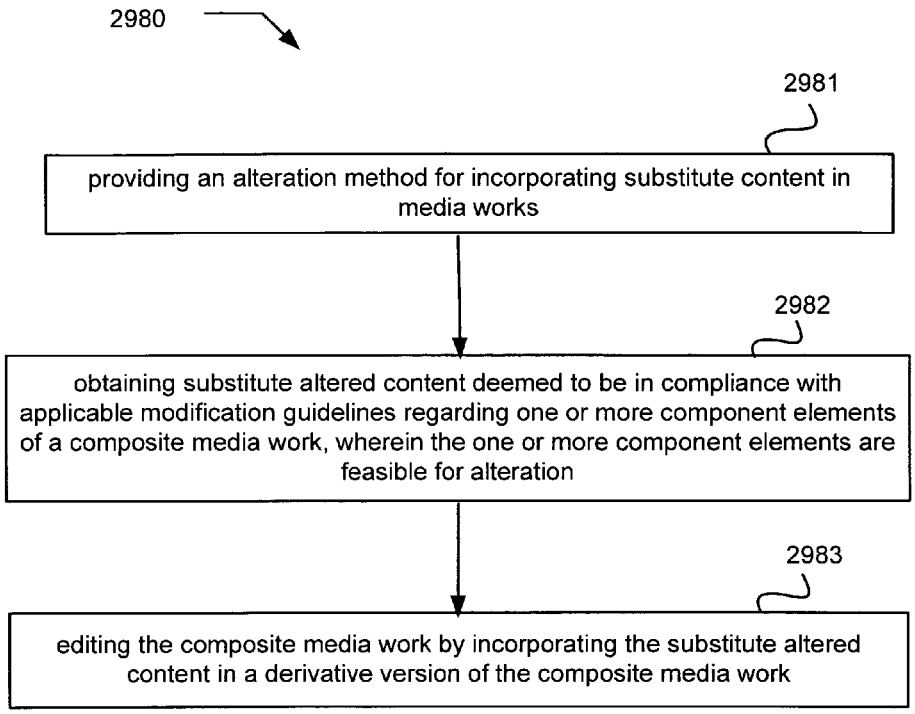

2980
2981
providing an alteration method for incorporating substitute content in media works
2982
obtaining substitute altered content deemed to be in compliance with applicable modification guidelines regarding one or more component elements of a composite media work, wherein the one or more component elements are feasible for alteration
2983
editing the composite media work by incorporating the substitute altered content in a derivative version of the composite media work

FIG. 66

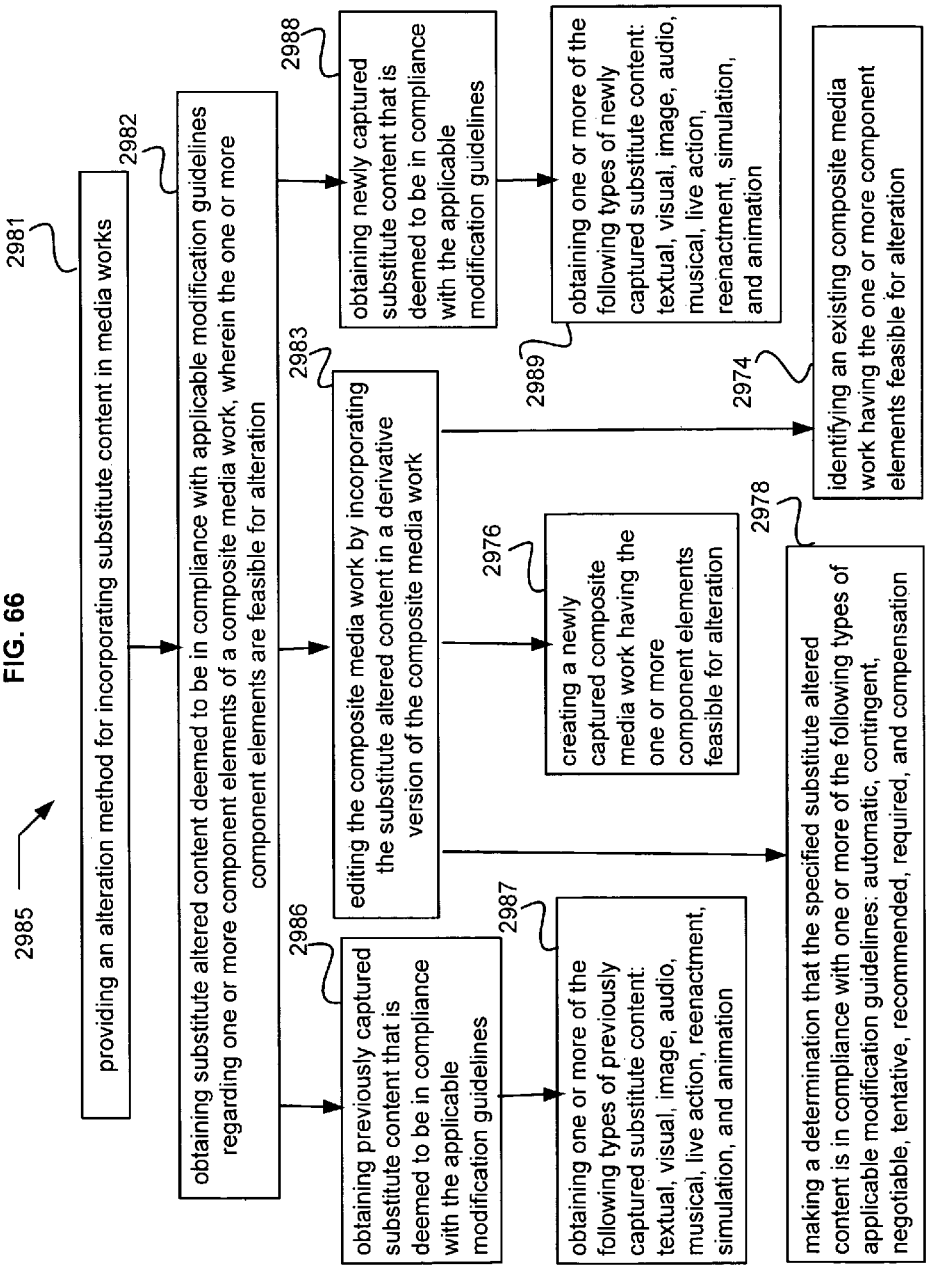
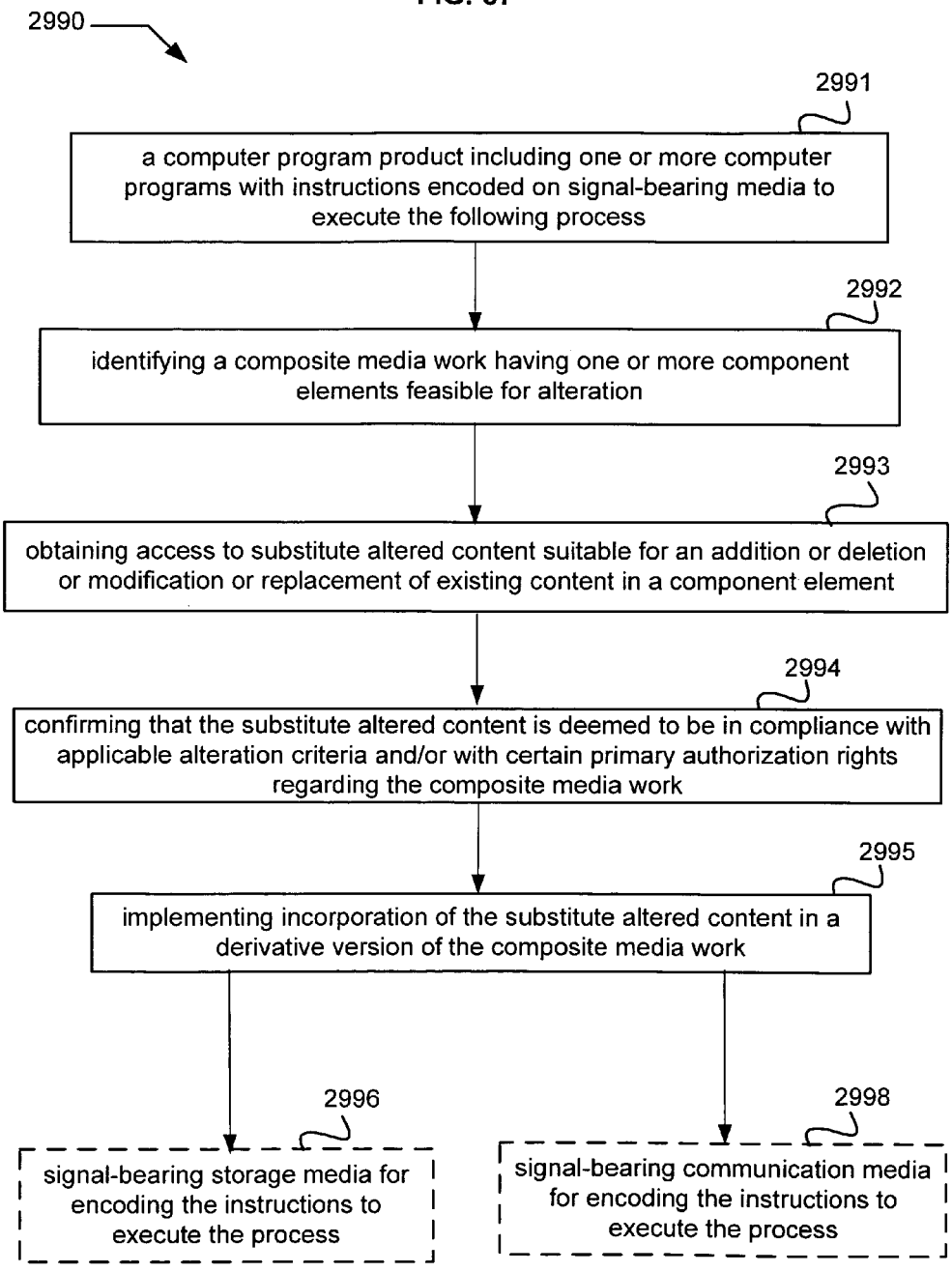

2985
2981
providing an alteration method for incorporating substitute content in media works
2982
obtaining substitute altered content deemed to be in compliance with applicable modification guidelines regarding one or more component elements of a composite media work, wherein the one or more component elements are feasible for alteration
2983
editing the composite media work by incorporating the substitute altered content in a derivative version of the composite media work
2986
obtaining previously captured substitute content that is deemed to be in compliance with the applicable modification guidelines
2987
obtaining one or more of the following types of previously captured substitute content: textual, visual, image, audio, musical, live action, reenactment, simulation, and animation
2988
obtaining newly captured substitute content that is deemed to be in compliance with the applicable modification guidelines
2989
obtaining one or more of the following types of newly captured substitute content: textual, visual, image, audio, musical, live action, reenactment, simulation, and animation
2976
creating a newly captured composite media work having the one or more component elements feasible for alteration
2978
making a determination that the specified substitute altered content is in compliance with one or more of the following types of applicable modification guidelines: automatic, contingent, negotiable, tentative, recommended, required, and compensation
2974
identifying an existing composite media work having the one or more component elements feasible for alteration

FIG. 67


2990
2991
a computer program product including one or more computer programs with instructions encoded on signal-bearing media to execute the following process
2992
identifying a composite media work having one or more component elements feasible for alteration
2993
obtaining access to substitute altered content suitable for an addition or deletion or modification or replacement of existing content in a component element
2994
confirming that the substitute altered content is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work
2995
implementing incorporation of the substitute altered content in a derivative version of the composite media work
2996
signal-bearing storage media for encoding the instructions to execute the process
2998
signal-bearing communication media for encoding the instructions to execute the process

IMPLEMENTATION OF MEDIA CONTENT ALTERATION

CROSS-REFERENCE TO RELATED APPLICATIONS

The present application is related to and claims the benefit of the earliest available effective filing date(s) from the following listed application(s) (the "Related Applications") (e.g., claims earliest available priority dates for other than provisional patent applications or claims benefits under 35 USC §119(e) for provisional patent applications, for any and all parent, grandparent, great-grandparent, etc. applications of the Related Application(s)).

RELATED APPLICATIONS

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation of U.S. patent application Ser. No. 11/827,440, entitled IMPLEMENTATION OF MEDIA CONTENT ALTERATION, naming Alexander J. Cohen, Edward K.Y. Jung; Royce A. Levien; Robert W. Lord; Mark A. Malamud; William Henry Mangione-Smith, John D. Rinaldo, Jr., and Clarence T. Tegreene as inventors, filed 10 Jul. 2007, now abandoned which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/796,543 entitled IMPLEMENTATION OF MEDIA CONTENT ALTERATION, naming Alexander J. Cohen, Edward K.Y. Jung, Royce A. Levien, Robert W. Lord, Mark A. Malamud, William Henry Mangione-Smith, John D. Rinaldo, Jr., and Clarence T. Tegreene as inventors, filed 27 Apr. 2007, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/807,350 entitled IMPLEMENTING GROUP CONTENT SUBSTITUTION IN MEDIA WORKS, naming Alexander J. Cohen, Edward K.Y. Jung, Royce A. Levien, Robert W. Lord, Mark A. Malamud, William Henry Mangione-Smith, John D. Rinaldo, Jr., and Clarence T. Tegreene as inventors, filed 25 May 2007, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/807,352 entitled GROUP CONTENT SUBSTITUTION IN MEDIA WORKS, naming Alexander J. Cohen, Edward K.Y. Jung, Royce A. Levien, Robert W. Lord, Mark A. Malamud, William Henry Mangione-Smith, John D. Rinaldo, Jr., and Clarence T. Tegreene as inventors, filed 25 May 2007, now U.S. Pat. No. 8,126,938 which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/807,353 entitled PROMOTIONAL PLACEMENT IN MEDIA WORKS, naming Alexander J. Cohen, Edward K.Y. Jung, Royce A. Levien, Robert W. Lord, Mark A. Malamud, William Henry Mangione-Smith, John D. Rinaldo, Jr., and Clarence T. Tegreene as inventors, filed 25 May 2007, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/824,515 entitled ALTERATION OF PROMOTIONAL CONTENT IN MEDIA WORKS, naming Alexander J. Cohen, Edward K.Y. Jung, Royce A. Levien, Robert W. Lord, Mark A. Malamud, William Henry Mangione-Smith, John D. Rinaldo, Jr., and Clarence T. Tegreene as inventors, filed 29 Jun. 2007, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/796,570 entitled AUTHORIZATION RIGHTS FOR SUBSTITUTE MEDIA CONTENT, naming Alexander J. Cohen, Edward K.Y. Jung, Royce A. Levien, Robert W. Lord, Mark A. Malamud, William Henry Mangione-Smith, John D. Rinaldo, Jr. and Clarence T. Tegreene as inventors, filed 26 Apr. 2007, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/731,795 entitled AUTHORIZATION FOR MEDIA CONTENT ALTERATION, naming Alexander J. Cohen, Edward K.Y. Jung, Royce A. Levien, Robert W. Lord, Mark A. Malamud, William Henry Mangione-Smith, John D. Rinaldo, Jr. and Clarence T. Tegreene as inventors, filed 30 Mar. 2007, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/731,738 entitled APPROVAL TECHNIQUE FOR MEDIA CONTENT ALTERATION, naming Alexander J. Cohen, Edward K.Y. Jung, Royce A. Levien, Robert W. Lord, Mark A. Malamud, William Henry Mangione-Smith, John D. Rinaldo, Jr. and Clarence T. Tegreene as inventors, filed 30 Mar. 2007, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/174,432 entitled PROVIDING PROMOTIONAL CONTENT, naming Royce A. Levien, Robert W. Lord, Mark A. Malamud and John D. Rinaldo, Jr. as inventors, filed 1 Jul. 2005, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/173,990 entitled TECHNIQUES FOR IMAGE GENERATION, naming Royce A.

Levien, Robert W. Lord, Mark A. Malamud and John D. Rinaldo, Jr. as inventors, filed 1 Jul. 2005, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/195,358 entitled MODIFYING RESTRICTED IMAGES, naming Royce A. Levien, Robert W. Lord, Mark A. Malamud and John D. Rinaldo, Jr. as inventors, filed 2 Aug. 2005, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 11/195,346 entitled RESTORING MODIFIED ASSETS, naming Royce A. Levien, Robert W. Lord, Mark A. Malamud and John D. Rinaldo, Jr. as inventors, filed 2 Aug. 2005, which is currently co-pending, or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

The United States Patent Office (USPTO) has published a notice to the effect that the USPTO's computer programs require that patent applicants reference both a serial number and indicate whether an application is a continuation or continuation-in-part. Stephen G. Kunin, Benefit of Prior-Filed Application, USPTO Official Gazette Mar. 18, 2003, available at http://www.uspto.gov/web/offices/com/sol/og/2003/week11/patbene.htm. The present Applicant Entity (hereinafter "Applicant") has provided above a specific reference to the application(s) from which priority is being claimed as recited by statute. Applicant understands that the statute is unambiguous in its specific reference language and does not require either a serial number or any characterization, such as "continuation" or "continuation-in-part," for claiming priority to U.S. patent applications. Notwithstanding the foregoing, Applicant understands that the USPTO's computer programs have certain data entry requirements, and hence Applicant is designating the present application as a continuation-in-part of its parent applications as set forth above, but expressly points out that such designations are not to be construed in any way as any type of commentary and/or admission as to whether or not the present application contains any new matter in addition to the matter of its parent application(s).

All subject matter of the Related Applications and of any and all parent, grandparent, great-grandparent, etc. applications of the Related Applications is incorporated herein by reference to the extent such subject matter is not inconsistent herewith.

BACKGROUND

Content alteration of media works provides new opportunities and benefits in connection with the distribution of various derivative versions of an original work.

SUMMARY

Method and system embodiments involving implementation of content alteration in a media work as disclosed herein may take different forms. For example, one or more computer program products having process instructions may be incorporated in a computerized system.

An exemplary system embodiment for content alteration of a media work may include a data record that identifies a composite media work having one or more component elements feasible for alteration, and a capture module capable of obtaining substitute altered content that has been approved or authorized for an addition or deletion or modification or replacement of existing content in the one or more component element. Additional possible system features may include computerized apparatus operably coupled to the data record and to the capture module, wherein the computerized apparatus includes an editor module to incorporate the substitute altered content in a derivative version of the composite media work.

An exemplary process embodiment may provide an implementation method for content alteration in a media work, including identifying a composite media work having one or more component elements feasible for alteration; and obtaining substitute altered content for possible incorporation in a derivative version of the composite media work, wherein the specified substitute altered content is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work. An additional possible feature may include implementing incorporation of the substitute altered content in the derivative version.

Another exemplary process embodiment may provide an alteration method for incorporating substitute content in media works, including obtaining substitute altered content deemed to be in compliance with applicable modification guidelines regarding one or more component elements of a composite media work, wherein the one or more component elements are feasible for alteration. A further process feature may include editing the composite media work by incorporating the substitute altered content in a derivative version of the composite media work.

Some computer program product embodiments may include one or more computer programs with instructions encoded on signal-bearing media to execute a process. An exemplary programmed process may include identifying a composite media work having one or more component elements feasible for alteration, obtaining access to substitute altered content suitable for an addition or deletion or modification or replacement of existing content in a component element, and confirming that the substitute altered content is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work.

Such a programmed process may further include implementing incorporation of the substitute altered content in a derivative version of the composite media work.

Some implementations for a computer program embodiment may include process instructions encoded on a storage medium and/or a communication medium. The foregoing summary is illustrative only and is not intended to be in any way limiting. In addition to the illustrative aspects, embodiments, and features described above, further aspects, embodiments, and features will become apparent by reference to the drawings and the following detailed description.

BRIEF DESCRIPTION OF THE FIGURES

FIG. **1** illustrates an example system in which embodiments may be implemented, perhaps in a device.

FIGS. **2A-2C** illustrate certain alternative embodiments of the device and/or processing system of FIG. **1**.

FIG. **3** illustrates an operational flow representing example operations that produce a modified media asset that includes a modified image.

FIG. **4** illustrates an alternative embodiment of the example operational flow of FIG. **3**.

FIG. **5** illustrates another alternative embodiment of the example operational flow of FIG. **3**.

FIG. **6** illustrates another alternative embodiment of the example operational flow of FIG. **3**.

FIG. **7** illustrates another alternative embodiment of the example operational flow of FIG. **3**.

FIG. **8** illustrates an alternative embodiment of the example operational flow of FIG. **3**.

FIG. **9** illustrates an alternative embodiment of the example operational flow of FIG. **3**.

FIG. **10** illustrates an alternative embodiment of the example operational flow of FIG. **3**.

FIG. **11** illustrates an alternative embodiment of the example operational flow of FIG. **3**.

FIG. **12** illustrates a partial view of an example computer program product that includes a computer program for executing a computer process on a computing device.

FIG. **13** illustrates an example device in which embodiments may be implemented.

FIG. **14** illustrates an operational flow representing example operations by which a user receives a modified media asset that includes a modified image.

FIG. **15** illustrates an operational flow representing example operations that produce an anonymized image.

FIG. **16** illustrates a partial view of an example computer program product that includes a computer program for executing a computer process on a computing device.

FIG. **17** is a schematic block diagram showing an exemplary embodiment for implementing possible content alteration of a media work.

FIG. **18** is a schematic representation of various exemplary options for distribution of derivative versions of media works that incorporate content alterations.

FIG. **19** is a schematic block diagram showing an exemplary embodiment that provides shared access to derivative versions of media works.

FIG. **20** is a schematic block diagram showing exemplary features of an embodiment scheme for management of media works that incorporate content alterations.

FIG. **21** is a schematic representation that illustrates an exemplary system for capturing potentially alterable content to be incorporated in a composite media work.

FIG. **22** is a schematic representation that illustrates an exemplary editing apparatus for processing informational data related to a composite media work that includes alterable content.

FIG. **23** is a schematic representation of further exemplary options for distribution of composite media works having alterable content.

FIG. **24** is a tabular depiction of exemplary elements and aspects that may be feasible for possible alteration in a composite media work.

FIG. **25** is a schematic representation that illustrates exemplary types of data records that may be used in connection with an alteration criteria embodiment for media works.

FIG. **26** is a tabular representation showing additional exemplary types of data records that may be used in connection with an authorization rights embodiment for media works.

FIG. **27** is a high level flow chart for an exemplary process embodiment for media content alteration.

FIGS. **28-33** are more detailed flow charts illustrating various exemplary process features regarding media content alteration.

FIG. **34** is a diagrammatic flow chart for an exemplary computer program product embodiment.

FIG. **35** is a diagrammatic flow chart for another exemplary computer program product embodiment.

FIGS. **36-42** are more detailed flow charts illustrating various exemplary process features regarding authorization for media content alteration.

FIG. **43** is a diagrammatic flow chart for further exemplary computer program product embodiment.

FIG. **44** is a schematic block diagram illustrating an exemplary embodiment that provides accessibility and management of data records for authorization rights regarding media content alteration.

FIG. **45** is high level flow chart illustrating another exemplary process embodiment for content substitution in media works.

FIGS. **46-54** are more detailed flow charts illustrating management of authorization rights regarding substitute altered content for media works.

FIG. **55** is a diagrammatic flow chart for another exemplary computer program product embodiment.

FIG. **56** is a schematic block diagram illustrating further exemplary techniques for incorporation of substitute altered content in a derivative version of a media work.

FIG. **57** is a high level flow chart illustrating an additional exemplary process embodiment for content alteration of a media work.

FIGS. **58-64** are more detailed flow charts illustrating further exemplary process features that may be incorporated in media content alteration embodiments.

FIG. **65** is high level flow chart illustrating yet another exemplary process embodiment for content alteration of a media work.

FIG. **66** is a more detailed flow chart illustrating additional possible enhancements for media content alteration embodiments.

FIG. **67** is a diagrammatic flow chart for an additional exemplary computer program product embodiment.

DETAILED DESCRIPTION

In the following detailed description, reference is made to the accompanying drawings, which form a part hereof. In the drawings, similar symbols typically identify similar components, unless context dictates otherwise. The illustrative embodiments described in the detailed description, drawings, and claims are not meant to be limiting. Other embodiments may be utilized, and other changes may be made, without departing from the spirit or scope of the subject matter presented here.

FIG. **1** illustrates an example system **100** in which embodiments may be implemented, perhaps in the context of a device. In FIG. **1**, a media asset **102** is illustrated as being received at a processing system **104** and thereafter output by the processing system **104** as a modified media asset **106**. More specifically, the media asset **102** includes a restricted image **108**, and the processing system **104** is operable to determine that the restricted image **108** is, in fact, restricted.

The processing system **104** is further operable to modify the media asset **102**, and in particular, to modify the restricted image **108**, and thereafter output the modified media asset **106** having a modified image **110**. In this way, for example, an identity or other information about the restricted image **108** may be protected, hidden, or obscured, while maintaining a general presentation context of the media asset **102**. For example, a person who is a subject of the restricted image **108** may be made anonymous within the modified media asset

106, while inclusion of the modified image 110, which shares attributes of the restricted image 108 (or, at least, shares one common attribute of the restricted image 108), may serve to limit or prevent an observer of the modified media asset 106 from noticing that the modified media asset 110, has, in fact, been modified.

The processing system 104 includes recognition logic 112 that is operable to recognize the restricted nature of the restricted image 108. The processing system 104 also includes modification logic 114 that is operable to modify the media asset 102 (including the restricted image 108) to obtain the modified media asset 106 and the modified image 110.

As described in more detail below, the recognition logic 112 may determine the restricted image 108 within the media asset 102 using image restriction criteria 116. As also described in more detail below, the modification logic 114 may obtain/create the modified image 110 by accessing a number of stored or accessible replacement images 118. Specific examples of operations involving these elements of the processing system 104 are provided in the context of various operational flows.

Generally speaking, however, the recognition logic 112 may operate to analyze various attributes of the media asset 102, including attributes of the restricted image 108, in order to determine a restricted nature of the restricted image 108. One example of attributes of the media asset 102 that is illustrated in FIG. 1 includes concurrent image(s) 120, i.e., the recognition logic 112 may make a determination that the restricted image 108 is restricted based on a presence or absence of the concurrent image(s) 120, or based on the presence or absence of certain attributes of the concurrent image(s) 120. Of course, attributes of the media asset 102 are not necessarily limited to image characteristics of the media asset 102, and also may include, for example, metadata associated with the media asset 102, an identity of a person, place, or thing within or in association with the restricted image 108, or information related to a person and/or device involved in capturing the media asset 102.

Further in FIG. 1, a user 122 accesses the processing system 104 by way of a user interface 124. In this way, the user 122 may, for example, submit the media asset 102 to the processing system 104, or receive the modified media asset 106 from the processing system 104, or may become involved in operations of the processing system 104. The user interface 124 also may be used, for example, to define or modify the image restriction criteria 116, or to select the replacement images 118. The user interface 124 also may be used to control a type and/or extent of the recognition performed by the recognition logic 112, or to control a type and/or extent of the modifications performed by the modification logic 114.

Also in FIG. 1, a device 126 is shown in which the processing system 104 may operate. As described in more detail with respect to FIG. 2 and following Figures, the device 126 may include in some examples, an image capture device, a print device, a general-purpose computing device, or virtually any other device or combination of devices that may be used to store, transmit, display, or render a media asset.

The processing system 104 also may be operable to perform other processing of the media asset 102, such as, for example, enhancing, editing, displaying, or otherwise improving the media asset 102, or, in other example embodiments, such additional processing may be performed by other external systems (not shown), if needed.

FIG. 1 also illustrates the possibility that the media asset 102 may be associated with metadata 128. For example, a video stream may have an associated closed-captioning stream, or a web page may have metadata associated with content of the page. Typically, such metadata 128 may not be viewable to the user 122, or may only be viewable if some specific action is taken by the user 122. The metadata 128 may be intended by a designer or producer of the media asset 102, or by an intervening user of the media asset 102, to provide additional information or level of enjoyment to the user 122, and may be used by the processing system to assist in, for example, determining the restricted image 108, as described in more detail, below. The metadata 128 may or may not be included within the modified media asset 106.

A symbol or text 130, on the other hand, generally represents information that is included within the media asset 102 for normal viewing. For example, a web page may include a news article that names a person who is pictured in the article. By using the name text, the recognition logic 112 may be able to determine identity or other information regarding the restricted image 108, or the concurrent image(s) 120.

In FIG. 1, it should be understood that any and/or all of the illustrated elements, and other elements, not illustrated, may be in communication with one another according to any known methods, including but not limited to the various communication techniques discussed herein. As such, it should be understood that the various elements need not be located or co-located as illustrated in the example of FIG. 1. For example, in some embodiments, the recognition logic and/or the image restriction criteria 116 may be remote from the processing system 104. Similarly, the user interface 124 may be implemented at a local computing device of the user 122, remote from the processing system 104, or may be a part of the device 126 that may house the processing system 104, as well.

FIGS. 2A-2C illustrate certain alternative embodiments of the device 126 and/or processing system 104 of FIG. 1. In FIG. 2A, the device 126 is illustrated as a printer 126*a*, which includes the processing system 104 and a display 202. The display 202 may be used to display a preview of a media asset to be printed with the printer 126*a*, such as, for example, the media asset 102 and/or the modified media asset 106, and, of course, the printer 126*a* may be used to print the media asset 102 and/or the modified media asset 106 on paper 204, as well.

The display 202 also should be understood to function, in some example embodiments, as the user interface 124. For example, the display 202 may include touch-screen control for operating the printer 126*a* and/or the processing system 104, or various buttons, keys, or other selection/input devices (not shown) may be used. In additional or alternative embodiments, an external computing device may be connected to the printer 126*a* for control thereof, including control of the processing system 104.

In FIG. 2B, the device 126 is illustrated as a camera 126*b*, which, similarly to the printer 126*a*, includes some or all of the processing system 104, as well as a display 206. As with the printer 126*a*, the camera 126*b* (and/or the processing system 104) may be controlled by the user 122, either using the display 206 (and possibly associated controls), or using an external computing device.

In FIG. 2C, the processing system 104 is illustrated as part of a processing service 208, which may be remote from the user 122 at a computing station 210, and in communication therewith by way of a network 212. In such example embodiments, the user 122 may use the workstation 210 to transmit and receive the media asset 102 and/or the modified media asset 106, respectively, in order to obtain the various advantages described herein. In one example, discussed in more detail below, the processing service 208 may operate as a clearinghouse at which media assets of various types and

captured by a number of users may be processed, so that any restricted images therein may be modified appropriately.

In FIG. **3** and in following Figures that include various examples of operational flows, discussion and explanation may be provided with respect to the above-described examples of FIGS. **1**, **2**A, **2**B, and **2**C, and/or with respect to other examples and contexts. However, it should be understood that the operational flows may be executed in a number of other environment and contexts, and/or in modified versions of FIGS. **1**, **2**A, **2**B, and **2**C. Also, although the various operational flows are presented in the sequence(s) illustrated, it should be understood that the various operations may be performed in other orders than those which are illustrated, or may be performed concurrently.

FIG. **3** illustrates an operational flow **300** representing example operations that produce the modified media asset **106**. After a start operation, the operational flow **300** moves to a determining operation **310** where the restricted image **108** is determined to be included within the media asset **102**. For example, the recognition logic **112** of the processing system **104** may determine that the restricted image **108** is of a person, place, or thing that is not to be included within produced (modified) versions of the media asset **102**.

At a modifying operation **320**, the restricted image **108** is modified to obtain a modified image that includes at least one shared image attribute of the restricted image. For example, as in FIG. **1**, the modification logic **114** may operate to replace an image of a person or a part of a person with a new or separate image of another person. In this case, the shared image attribute could include one or more of a body (part) shape, a shared facial feature or skin tone, a shared gender or race, a shared hair color or body physique, or numerous other examples. Of course, the restricted image need not be of a person, but also may include virtually any object that may be imaged, including places, objects, or landmarks, to name just a few. Further, the restricted image need not be of a single one of these possibilities, but could include multiple people, places, or things, or combinations thereof. Other examples of restricted images and image attributes are provided below.

At an operation **330**, the modified media asset **106** is produced that includes the modified image **110**. For example, the processing system **104**, which may be included in the print device **126***a*, the camera **126***b*, or the processing service **208**, may output the modified media asset **106** for printing, viewing, storing, or transmitting, as the case may be, for use or enjoyment by, for example, the user **122**. The operational flow **300** then moves to an end operation.

In some embodiments, the user **122** may include a person, an entity, and/or a government. Although a user may be shown herein as a single illustrated Figure, and/or be described in the singular, those skilled in the art will appreciate that the term user may be representative of one or more human user(s), robotic user(s) (e.g., computational entity), and/or substantially any combination thereof (e.g., a user may be assisted by one or more robotic agents). Further, the user, as set forth herein, even if shown as a single entity, may in fact be composed of two or more entities. Those skilled in the art will appreciate that, in general, the same may be said of "sender" and/or other entity-oriented terms as such terms may be used herein.

In some embodiments, the media asset **102** may include a visual image, a picture, a website, an audio recording, a video stream, and/or an audio stream. In additional or alternative embodiments, the media asset **102** also may include text. The media asset **102** may be embodied in various forms, including but not limited to digital files or transmissions, analog recordings or transmissions, or may be embodied in physical form, such as, for example, on paper, plastic, canvas, wood, or any other physical medium in which text, image, or other representations may be embodied.

The media asset **102** may be received, stored and/or transmitted using typical elements of a computer environment. The media asset **102** (and the modified media asset **106**) may be transmitted over a network such as the network **212** of FIG. **2**, which may represent, for example, a local area network (LAN), a wide area network (WAN), or a peer-to-peer (P2P) network, or the media asset **102** may be broadcast over the air.

The media asset **102** (and the modified media asset **106**) may be captured, received, displayed and/or transmitted, for example and without limitation, using one or more of the following: an electronic device; an appliance; a computing device, such as a personal computer and a server; a limited resource computing device; a pervasive computing device; a personal digital assistant (PDA); a cell phone; a Blackberry appliance; a vehicle, such as a car, boat, and/or aircraft; an X-Box; a home gateway; a set-top box; a television, a radio, a camera; a printer; a digital video disc (DVD) recorder or burner; and a TiVo or other digital video recorder (DVR).

FIG. **4** illustrates alternative embodiments of the example operational flow **300** of FIG. **3**. FIG. **4** illustrates example embodiments where the determining operation **310** may include at least one additional operation. Additional operations may include operation **402**, operation **404**, operation **406**, operation **408**, and/or operation **410**.

At the operation **402**, identity information associated with the restricted image **108** is determined. For example, the recognition logic **112** may determine identity information of a person within the restricted image information, which may include, for example, a name, an occupation, an association (e.g., as a spouse, relative, friend, or employer/employee), a race, a gender, a body physique, a height, a hair color or hair style, a style of dress, or any other distinguishing information that identifies the person, and, in some examples, that uniquely identifies the person.

Examples of techniques for performing the determining of identity information are described in more detail below. Also, examples of how such identity information may be used by the modification logic **114** to produce the modified image **110** are described in more detail below, although it may be mentioned here that, by determining identity information as described above, it follows that the modified image **110** may include or be associated with different identity information. For example, a person associated with the restricted image **108** may wish to remain anonymous, or otherwise should not be included in the media asset **102**, and, in such cases, the modified image **110** may include an anonymized image in which the original identity information is hidden, obscured, replaced, and/or otherwise modified.

Additionally, since the modified image **110** maintains at least one, and possibly many, image attributes of the restricted image **108**, and a presentation context of the media asset **102** may be maintained within the modified media asset **110**, observers, users, or recipients of the modified media asset **110** may not be aware that such modification has, in fact, taken place.

Of course, similar comments apply not just to persons within the restricted image **108**, but to virtually any object that may be imaged and associated with identity information. For example, the restricted image **108** may include a physical place, such as a public or private landmark, a building, or a sports arena, and the identity information associated therewith may be determined by the recognition logic **112**. Similarly, any particular object having identity information, such as, for example, a car or type of car, a work of art, an animal,

a computer or computing device, a piece of jewelry or clothing, or any other object, may have identity information associated therewith for determining that the associated image is restricted.

At the operation **404**, at least a portion of the media asset **102** is associated with a user capture device used to capture the media asset, such as, for example, the camera **126***b* of FIG. **2**. That is, for example, the recognition logic **112** may determine that the media asset **102** was captured by the camera **126***b* that is restricted from capturing certain images. For example, cameras in a high-security facility, or cameras at an event with a public figure(s) (e.g., a movie star, politician, or professional athlete) may be restricted from capturing images of certain people, places, or things.

At the operation **406**, at least a portion of the media asset **102** is associated with a user known to have captured the media asset. In this case, as described in more detail below, the recognition logic **112** may associate the media asset **102** or a portion thereof with the user **122** by recognizing the metadata **128** associated with the media asset **102**, such as, for example, a marker on the media asset **102** that was imposed by a camera of the user **122** when (or after) the media asset was obtained. In other examples, the user **122** may be required to identify him or herself to the processing system **104** before processing begins, so that the recognition logic **112** may react accordingly.

At the operation **408**, at least a portion of the media asset **102** is associated with a setting content of the image. For example, the concurrent image(s) **120** of FIG. **1** may be considered to provide setting content within the media asset **102**. In this way, for example, and as referenced above, media assets obtained in a certain location, as reflected within the content of the media asset **102**, may be recognized by the recognition logic **112** as containing one or more restricted images. As with virtually all of the operational flows described herein, such an association may be combined for enactment within the recognition logic **112**. For example, the recognition logic **112** may determine that if a content setting of the media asset **102** references a setting where certain public figures will be present, and if identity information associated with a person's image within the media asset **102** identifies that person as being a spouse of a public figure, then the recognition logic **112** may cue the modification logic to anonymize the spouse's image by, for example, replacing the spouse's image with that of a replacement image from the replacement images memory **118**. Such replacements may be undertaken, for example, based on a wish of the, in this case, spouse, to maintain anonymity.

As another example, the recognition logic **112** may analyze the media asset **102** to determine that the setting content is such that all non-recognized persons should be anonymized.

At the operation **410**, an attribute of a concurrently-imaged object within the media asset **102** is determined. For example, an attribute of the concurrent image(s) **120** may be determined, where the concurrent image(s) **120** may include virtually any item that may be imaged within the media asset **102**. As mentioned above, the concurrently-imaged object(s) **120** also may be used to determine a setting content of the media asset **102**, although the attribute of a concurrently-imaged object reference in operation **410** may refer to any particular imaged item, or attribute thereof, which may or may not be a part of a setting content of the media asset **102**.

FIG. **5** illustrates alternative embodiments of the example operational flow **300** of FIG. **3**. FIG. **5** illustrates example embodiments where the determining operation **310** may include at least one additional operation. Additional operations may include operation **502**, operation **504**, operation **506**, operation **508**, operation **510**, operation **512**, and/or operation **514**.

At the operation **502**, image recognition analysis is performed on a portion of the media asset. For example, the recognition logic **112** may perform image recognition analysis on the restricted image **108** to determine that the restricted image **108** includes an image of a person, or portion thereof, or any other object that may be visually imaged. The image recognition analysis may include, for example, color analysis, pattern-matching, pattern-recognition, or any other technique for recognizing a particular image or type of image. In particular, in an example additional operation **504** that may be performed in addition to, or in association with, operation **502**, indecent or obscene material may be detected. For example, the recognition logic **112** may recognize nudity or other restricted imagery within the restricted image **108**. In this case, as described in more detail below, later modification of the restricted image **108** may include addition of clothes or other modification of the restricted image, where again, and as opposed to simple blurring or blocking of the restricted image, a presentation context of the restricted image **108** may be maintained, so that an observer of the modified media asset **106** may not notice that such a modification has taken place. As is apparent, moreover, such image recognition analyses may be performed on any part of the media asset **102**, including, for example, the concurrent image(s) **120**, as part of the determining operation **502**.

At the operation **506**, facial recognition analysis is performed on a portion of the media asset. For example, the recognition logic **112** may perform a facial recognition analysis on a person within the restricted image **108**, or on any other portion of the media asset.

At the operation **508**, metadata associated with the restricted image is analyzed. For example, the recognition logic **112** may analyze the media asset **102** to determine and consider any associated metadata **128**. For example, where the media asset includes a web page, the recognition logic **112** may analyze portions of the web page, including source code associated with the web page, that may provide information about, for example, any of the factors mentioned herein, or other factors (e.g., identity information, a capturing user or device, a setting content, a concurrently-imaged object, or any other information about the media asset **102** that may be useful to the recognition logic **112** in determining the restricted image **108**). In a further example of the operation **508**, at the operation **510**, a closed-captioning stream that is associated with the media asset **102** is analyzed. For example, the media asset **102** may represent a television show or movie that has an associated closed-captioning stream, which may be analyzed by the recognition logic **112** to assist in making a determination regarding the restricted image **108**.

At the operation **512**, an attribute of the restricted image is evaluated against image-restriction criteria. For example, the recognition logic **112** may communicate with the image restriction criteria **116** in order to assist in performing recognition processes. In this case, the attribute of the restricted image **108** may include any image attribute mentioned herein, or other attributes, including a size, shape, color, identity, race, gender, physique, an associated capture device or capturing user, or any other attribute. The image restriction criteria **116** may involve, for example, any of the various criteria described herein, such as identity information, setting content, image or facial recognition analysis, metadata, and so on, as well as criteria not explicitly mentioned here. Moreover, the image restriction criteria **116** and recognition logic **112** may interoperate to determine the restricted image **108**

based on any combination of these criteria, as may be determined and configured by the user **122** by way of the user interface **124**.

At the operation **514**, a symbol is determined within a portion of the media asset **102**. For example, the symbol or text **130** may be determined by way of text-recognition software, and thereby used to determine identity or other information related to the restricted image **108**.

FIG. **6** illustrates alternative embodiments of the example operational flow **300** of FIG. **3**. FIG. **6** illustrates example embodiments where the determining operation **310** may include at least one additional operation. Additional operations may include operation **602**, operation **604**, operation **606**, and/or operation **608**.

At the operation **602**, a user preference associated with the restricted image is determined. For example, the user **122** may express a preference as to whether the restricted image **108** should be restricted, and this preference may be coded into the image restriction criteria **116**, e.g., again, using the interface **124**. The user **122** may represent someone either capturing, transmitting, or reviewing the media asset **102**, examples of which are described in more detail, below.

At the operation **604**, a preference of a human subject of the restricted image is determined. For example, a public or private figure may express a desire not to be included in the media asset **102**. Therefore, if such a person is, in fact, included in the media asset **102**, then the recognition logic **112** may recognize the person and, perhaps based on the preference of the person as stored in the image restriction criteria **116**, may anonymize the image of the person by, for example, replacing the image with one selected from the replacement images **118**, or otherwise by modifying the image.

At the operation **606**, a preference of a user who captured the media asset may be determined. For example, the user **122** may be a consumer who has captured several family photographs and wishes to distribute them to friends and relatives, but wishes to anonymize certain subjects of the photographs, perhaps dependent on who is to receive a particular one of the photographs. In this case and analogous cases, the user **122** may provide a preference(s) to the recognition logic **112** defining a level and/or type of anonymization to be provided, with respect to individual image subjects, and/or with respect to recipients of the modified media asset **106**, or with respect to one or more other image-restriction criteria, various examples of which are provided herein.

At the operation **608**, a preference of a producer of the media asset may be determined. For example, the user **122** may represent an editor of a newspaper who is reviewing a number of photographs taken by staff photographers, among which the media asset **102** may be included. In this case, although the editor may not have captured the media asset **102**, he or she may be responsible for producing the modified media asset **106** using the processing system **104**. As such, preferences of such a user defining a level and/or type of anonymization to be provided, with respect to the one or more criteria described herein, may be implemented by the recognition logic **112** in determining the restricted image **108** within the media asset **102**.

FIG. **7** illustrates alternative embodiments of the example operational flow **300** of FIG. **3**. FIG. **7** illustrates example embodiments where the determining operation **310** may include at least one additional operation. Additional operations may include operation **702**, operation **704**, operation **706**, operation **708**, and/or operation **710**.

At the operation **702**, a restricted image is determined within a still picture. For example, if the media asset **102** includes a still picture taken by a still camera, such as, for example, an embodiment of the camera **126***b* of FIG. **2**, then the restricted image **108** may be determined to be any image within the still picture.

At the operation **704**, a restricted image is determined within a video stream. For example, if the media asset includes any type of video, including Motion Pictures Experts Group (MPEG) video or other format, video recorded or transmitted for display on any television, computer, or other display, then the restricted image **108** may be determined as essentially any discernible element within the video. As just one example, the restricted image **108** may be determined as an image within one or more frames of the video image(s).

At the operation **706**, the media asset is received at an image capture device. For example, the media asset **102** may be received at the image capture device **126***b* of FIG. **2**B. As is apparent from the preceding discussion, the image capture device **126***b* may be any type of, for example, camera, digital camera, web camera (webcam) or video camera, where any of these and others may be disposed within or in association with one or more other devices, such as, for example, a cell phone or personal digital assistant (PDA).

At the operation **708**, the media asset may be received at a print device. For example, the media asset **102** may be received at the print device **126***a* of FIG. **2**A, such as when the media asset is downloaded thereto by way of an external computer, and/or by way of a memory card inserted into (or otherwise connected to) the print device **126***a*. In this way, for example, the print device **126***a*, as with the camera **126***b*, may be prevented from producing and/or capturing the restricted image **108**.

At the operation **710**, the media asset is received at a central collection facility for collecting media assets. For example, as referenced above, the processing service **208** of FIG. **2**C may serve as a clearinghouse for a number of users, who may be employees of a single employer. In another example, the processing service **208** may be a commercial enterprise that received media assets from any number of disparate consumers.

FIG. **8** illustrates alternative embodiments of the example operational flow **300** of FIG. **3**. FIG. **8** illustrates example embodiments where the modifying operation **320** may include at least one additional operation. Additional operations may include operation **802**, operation **804**, operation **806**, operation **808**, and/or operation **810**.

At the operation **802**, the restricted image is replaced with the modified image selected from a database of replacement images that are known to include the at least one shared attribute. For example, the modified image **110** may be selected from the replacement images memory **118** to overlay the restricted image **108**, with appropriate scaling, warping, rotating, color-matching, or any other operation required by the modification logic **114** to insert the replacement image **110**.

At the operation **804**, the restricted image may be modified without modifying the at least one shared image attribute. For example, and somewhat contrary to the example just given, the restricted image may be altered without a full replacement of the image **108**. For example, if the replacement image **108** includes a public figure having brown hair, a certain style of dress, or some other distinguishing characteristic, then such a characteristic may be maintained within the modified image **110**. Thus, a person or other object in the restricted image **108** may be anonymized, with a minimum disruption to the media asset **102** as a whole.

At the operation **806**, a presentation context of the media asset is maintained within the modified media asset. For

example, not only may the concurrent image(s) **120** be maintained within the modified media asset **110**, but the modified image **110** itself may be inserted with minimal or no disruption to a continuity of color, lighting, shading, clarity, or other aspects of presentation of the modified media asset.

At the operation **808**, the modified image is determined to be associated with modified identity information that is different from identity information associated with the restricted image. For example, as referred to above, it may be the case that the processing system **104** is operable to anonymize a figure or object, e.g., a person, within the restricted image **108**. By ensuring that the identity information (e.g., name, facial features, occupation, or any other identity information) associated with the modified image **110** is different from identity information associated with the restricted image **108**, at least one aspect of the anonymization of the figure is provided.

At the operation **810**, an identity of a human subject of the restricted image is obscured by replacing the human subject with a replacement human subject having a different identity. For example, and similarly to some of the examples already given, a human subject in the restricted image **108** of FIG. **1** may be replaced, perhaps using an image from the replacement images database **118**, where the modification logic **114** is operable to determine the identity of the human subject, perhaps in conjunction with the image restriction criteria **116** and/or the recognition logic **112**.

FIG. **9** illustrates alternative embodiments of the example operational flow **300** of FIG. **3**. FIG. **9** illustrates example embodiments where the modifying operation **320** may include at least one additional operation. Additional operations may include operation **902**, operation **904**, operation **906**, and/or operation **908**.

At the operation **902**, the restricted image is modified to obtain the modified image that includes, as the at least one shared image attribute, one or more image attributes from a group including a shape, a size, a contour, an outline, a color, a pattern, an anatomy, a figure, a frame, a form, a glyph, a symbol, a word, a feature, a facial feature, a gender, or a race. For example, the recognition logic **112** may access the image restriction criteria **116** to determine one or more of these criteria, or other criteria, to determine the restricted image **108**, as referenced above, and then the modification logic **114** may, perhaps in association with the replacement images **118**, determine the modified image **110** in which at least one of the above attributes shared between the modified image **110** and the restricted image **108**.

At the operation **904**, the restricted image is modified to include clothing or other covering when the restricted image is determined to include indecent or obscene material. For example, if the media asset **102** includes a website that includes a restricted image **108** that includes nudity, then the recognition logic may so recognize, and the modification logic **114** may add clothing or other covering to the restricted image **108**. In this way, a general appearance of the website may be maintained.

At the operation **906**, the restricted image may be modified based on preference information. For example, a number of types of preference information are described above, including preferences of the user who captured or created the media asset **102**, or preferences of a human subject of the media asset **102**, or preferences of a user who is in charge of producing, storing, transmitting, or delivering the media asset **102**. Although such preference information was described above in terms of determining the restricted image **108**, the operation **906** and examples provided herein also illustrate that such preferences, and other preferences, also may be used to determine a type or extent of modification that is performed by, for example, the modification logic **114**.

At the operation **908**, it is determined whether payment has been received for the modifying of the restricted image. For example, the user **122** may access the processing service **208** as part of a paid service in which the user **122** obtains modification of the media asset **102** in exchange for payment.

In this context, payment may refer generally to any type of monetary compensation, and/or non-monetary compensation, and/or economic value exchange. Such payment may, for example, occur between any pair of entities and/or other group of entities. By way of example and not limitation, a payment may include a non-monetary payment, such as a credit or coupon that may be exchanged for goods or services, a reduced or eliminated cost to a user or users for related or non-related goods or services. In another example, a payment may include granting a party certain rights or permissions as payment, such as information-related permissions. The user also may accept cash or cash-equivalents as payment from the provider for providing such entitlements, rights, or permissions. Thus, by providing and/or receiving monetary or non-monetary value, in an amount that may be designated as part of an agreement between the relevant parties, the parties may gain advantages and benefits that are mutually acceptable to both.

FIG. **10** illustrates alternative embodiments of the example operational flow **300** of FIG. **3**. FIG. **10** illustrates example embodiments where the modifying operation **320** may include at least one additional operation. Additional operations may include operation **1002**, operation **1004**, operation **1006**, operation **1008**, and/or operation **1010**.

At the operation **1002**, the restricted image is modified at an image capture device. For example, the restricted image **108** is modified at the processing system **104** within the camera **126***b* of FIG. **2**B. Further, at the operation **1004**, the restricted image is modified at a print device. For example, the restricted image **108** may be modified at the processing system **104** by the print device **126***a* of FIG. **2**A. Further, at the operation **1006**, the restricted image may be modified at a remote processing service. For example, the restricted image **108** may be modified at a processing system **104** of the processing service **208** of FIG. **2**C.

At the operation **1008**, information regarding the restricted image may be encrypted. For example, the modification logic **114** may be operable to encrypt the media asset **102** and/or the restricted image **108**, prior to, or in conjunction with, producing the modified media asset **110**. For example, the encrypted restricted image **108** may be aggregated with the modified media asset for output, or the encrypted restricted image **108** may be stored remotely from the modified media asset **110**.

At the operation **1010**, the restricted image is prevented from being rendered. For example, the modification logic **114** may corrupt information regarding the restricted image **108** such that the information is not, or can not be, stored for later access. In this way, for example, the anonymity of a person in the restricted image **108** may be maintained in full confidence.

FIG. **11** illustrates alternative embodiments of the example operational flow **300** of FIG. **3**. FIG. **11** illustrates example embodiments where the producing operation **330** may include at least one additional operation. Additional operations may include operation **1102**, operation **1104**, and/or operation **1106**.

At the operation **1102**, a presentation of a human face is maintained within the modified image when the restricted image includes a restricted human face. For example, if the restricted image **108** includes a human face of a public figure

or some other individual who has requested some level of anonymity, then that face may be replaced or otherwise modified, perhaps using the replacement images **118**, by the modification logic **114**.

At the operation **1104**, the modified media asset is produced as a digital modified media asset. For example, the modification logic **114** may be operable to output the modified media asset **110** as a digital media asset.

At the operation **1106**, the modified media asset is output. For example, the modified media asset **110** may be output to the user **122**, who, as is apparent from the above discussion, may represent someone who has captured the media asset, someone who is reviewing the media asset, someone who is receiving the media asset, or anyone else who may have cause to receive the media asset.

FIG. **12** illustrates a partial view of an exemplary computer program product **1200** that includes a computer program **1204** for executing a computer process on a computing device. An embodiment of the exemplary computer program product **1200** is provided using a signal bearing medium **1202**, and may include at least one of one or more instructions for determining a restricted image within a media asset, one or more instructions for modifying the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image, and one or more instructions for producing a modified media asset that includes the modified image. The one or more instructions may be, for example, computer executable and/or logic-implemented instructions. In one implementation, the signal-bearing medium **1202** may include a computer-readable medium **1206**. In one implementation, the signal-bearing medium **1202** may include a recordable medium **1208**. In one implementation, the signal-bearing medium **1202** may include a communications medium **1210**.

FIG. **13** illustrates an exemplary system **1300** in which embodiments may be implemented. The system **1300** includes a computing system environment. The system **1300** also illustrates the user **122** using a user device **1304**, which is optionally shown as being in communication with a computing device **1302** by way of an optional coupling **1306**. The optional coupling **1306** may represent a local, wide-area, or peer-to-peer network, or may represent a bus that is internal to a computing device (e.g., in example embodiments in which the computing device is contained in whole or in part within the user device **1304**. A storage medium **1308** may be any computer storage media.

The computing device **1302** includes an operability to receive the media asset **102**. The computing device **1302** also includes computer executable instructions **1310** that when executed on the computing device **1302** causes the computing device **1302** to determine a restricted image within a media asset, modify the restricted image to obtain a modified image that includes at least one shared image attribute of the restricted image, and produce a modified media asset that includes the modified image.

As referenced above and as shown in FIG. **13**, in some examples, the computing device **1302** may optionally be contained in whole or in part within the user device **1304**, and may include the image-capture device (camera) **126***b* or the printer **126***a*. For example, the user device **1304** may include a cell phone, and the computing device **1302** may be included as part of a digital camera included within the cell phone. In another example embodiment, the computing device **1302** is operable to communicate with the user device **1304** associated with the user **122** to receive the media asset **102** from the user **122** and to provide the modified media asset **106** to the user **122**.

FIG. **14** illustrates an operational flow **1400** representing example operations by which the user **122** obtains the modified media asset **106** that includes the modified image **110**. At operation **1410**, a user provides a media asset to a processing system for recognition of a restricted image contained therein. For example, the user **122** may provide the media asset **102** to the processing system **104** for recognition of the restricted image **108** by the recognition logic **112**. At operation **1420**, a modified media asset is received in which the restricted image has been modified to include a modified image. For example, the modified media asset **106** may be received in which the restricted image **108** has been modified to include the modified image **110**.

The operation **1410** may include one or more additional operations. For example, the operation **1410** may include an operation **1402** in which recognition parameters by which the restricted image may be recognized are specified by way of a user interface. For example, the user **122** may set parameters of the recognition logic **112**.

Also, the operation **1410** may include an operation **1404**, in which modification parameters by which the restricted image may be modified are specified by way of a user interface. For example, the user **122** may specify parameters of the modification logic **114**, by way of the user interface **124**.

The operation **1420** may include one or more operations. For example, the operation **1420** may include an operation **1406**, in which the modified media asset is received from one or more of an image capture device, a print device, or a remote processing service. For example, the user **122** may receive the modified media asset **106** by way of the print device **126***a*, the camera **126***b*, or the remote processing system **208**.

Of course, the user **122** may receive the modified media asset **106** in other ways. For example, the modified media asset **106** may be received as stored on a memory device. For example, the user may capture an audio and/or visual file using an image capture device or by way of downloading from a website or other location. The user may store the resulting digital file on a memory card, memory stick, CD, DVD, or other storage media.

FIG. **15** illustrates an operational flow **1500** representing example operations that produce the modified media asset **106**. After a start operation, the operational flow **1500** moves to a determining operation **1502** where an image is determined. For example, the image **108** may be determined to exist within the media asset **102**. At the operation **1504**, the image is modified to obtain an anonymized image. For example, as described in various contexts above, one image may be altered or changed such that a subject of the image is protected from inclusion therein, yet without alerting a user in a normal or anticipated use of the image from noticing the protection.

The operational flow **1500** may include additional operations. For example, the operational flow **1500** may include operations **1506**, **1508**, **1510**, **1512**, **1514**, **1516**, **1518**, **1520**, and **1522**.

At the operations **1506** and **1508**, respectively, and as an alternative embodiment of the determining operation **1502**, an attribute of the image is determined, and the attribute is evaluated against image-restriction criteria. For example, the recognition logic **112** may determine an attribute(s) of the media asset **102**, or of the image **108** itself, including any of the numerous attributes discussed herein, or others not specifically discussed. Then, the recognition logic **112** may evaluate the attribute against the image restriction criteria **116**.

At the operation **1510**, an attribute of an identity of a subject of the image is determined. For example, a subject of

the image **108** may be a public figure, or someone else who has specified (or about whom it has been specified) that any or certain images of him or herself should be anonymized. The recognition logic **112** may thus determine an attribute of an identity of this person, including those mentioned herein such as name, occupation, physical trait, or others.

The modifying operation **1504** may include alternative embodiments, as well. For example, at the operation **1512**, a presentation context of the image in the anonymized image is preserved. For example, the modified image **110** may be presented with a same or similar clarity, resolution, contrast, color, or balance as the image **108** (as opposed to, e.g., simply blocking out or blurring the image **108**), and/or the concurrent image(s) **120** may be maintained.

At the operation **1514**, the image may be replaced with a non-specific image to obtain the anonymized image. For example, a non-specific image, e.g., an image that is not specific to the media asset **102**, and/or to a subject of the image **108**, may be selected from the replacement images **118**.

At the operation **1516**, the image may be replaced with a modified-identity image to obtain the anonymized image. For example, the modified image **110** may be associated with a subject having an identity different from that of an identity of the image **108**.

At the operation **1518**, an identity associated with a subject of the image may be obscured to obtain the anonymized image. For example, an identity of the subject of the image **108** may be obscured, as opposed to the image **108** itself being obscured in the sense of being blocked out, covered, or blurred.

At the operation **1520**, at least one shared attribute of the image may be maintained within the anonymized image. Also, at the operation **1522**, at least one or more of a shape, a size, a contour, an outline, a color, a pattern, an anatomy, a figure, a frame, a form, a glyph, a symbol, a word, a feature, a facial feature, a gender, or a race of the image may be maintained within the anonymized image. For example, any of the above attributes, or combinations thereof, or other attributes, may be maintained within the anonymized image **110** with respect to the image **108**.

FIG. **16** illustrates a partial view of an exemplary computer program product **1600** that includes a computer program **1604** for executing a computer process on a computing device. An embodiment of the exemplary computer program product **1600** is provided using a signal bearing medium **1602**, and may include at least one of one or more instructions for determining an image, and one or more instructions for modifying the image to obtain an anonymized image. The one or more instructions may be, for example, computer executable and/or logic-implemented instructions. In one implementation, the signal-bearing medium **1602** may include a computer-readable medium **1606**. In one implementation, the signal-bearing medium **1602** may include a recordable medium **1608**. In one implementation, the signal-bearing medium **1602** may include a communications medium **1610**.

Referring to the schematic block diagram of FIG. **17**, an exemplary embodiment may include computerized apparatus **1700** having a processing unit **1702**, system memory **1704**, and one or more program applications **1706**. Access may be provided via user interface **1701**. Possible data records may include a listing of alterable component elements **1708** of a media work, and a listing of derivative media work versions **1710**.

Media content **1712** available to the computerized apparatus **1700** may include audio content **1714**, video content **1716**, audiovisual content **1718**, and animation content **1720**. Such content may be received by audio acquisition module **1722**, video acquisition module **1724**, audiovisual acquisition module **1726**, and animation acquisition module **1728**. The various component elements and designated aspects of the media content **1712** may be manipulated and processed by management module **1730** and markup module **1732** in accordance with applicable criteria and authorization procedures.

Additional separate data records **1734** illustrated in FIG. **17** may be accessible to computerized apparatus **1700** through a communication link **1733**. Such additional data records **1734** may also be available via an external access link **1740**. Pertinent informational data records for one or more derivative versions of a composite media work may include records regarding alteration criteria **1736** and records regarding authorization rights **1738**. It will be understood that various storage locations may be provided for pertinent information records related to possible alteration of the composite media work. In some instances the computerized apparatus **1700** may include local data records for alteration criteria **1736***a* and local records for authorization rights **1738***a* as well as additional local data records, depending on the circumstances.

The schematic representation of FIG. **18** illustrates various possible embodiment features for a library collection of media works **1750** that may include an original version **1752** of a media work as well as derivative versions **1754**. Such media works may have capability for the addition, deletion, modification, and replacement of media element components as well as one or more designated aspects of the media content, as disclosed in more detail herein.

Some media works may be provided from an original source for media content **1756** via communication link **1757**. In some instances a media work may have originated elsewhere and be transferred (e.g., delivered, downloaded, etc.) as shown by arrow **1759** to an intermediate source for media content **1758**, and ultimately via communication link **1760** to be included in the library collection of media works **1750**. Of course the library collection is shown schematically as a centralized block only for illustrative purposes, and can be collectively or randomly dispersed as deemed appropriate.

Organization and categorization of media content for purposes of possible alteration as well as implementation of such content alteration may be done by content creators **1761**, editors **1762** and the like. In many instances it will be necessary to have direct or indirect participation by one or more owners of primary authorizations rights **1763** regarding an existing media work. It may also be necessary to have direct or indirect participation by one or more owners of secondary authorization rights **1764** regarding substitute content (e.g., already incorporated, scheduled for possible incorporation, in process of being created or selected for incorporation, etc.) for a derivative version of the media works.

For purposes of clarity, it will be understood that a "derivative version" as used herein is deemed to include all derived or iterative versions of a published or unpublished work including so-called "original" or "master" versions of a media work.

As further illustrated in FIG. **18**, it will be understood that there are many possible embodiment features related to possible distribution channels for derivative versions that incorporate content alterations or are candidates for content alterations. For example, such distribution may be implemented by a server **1765** having one or more network links **1766**. Another possible distribution channel may be provided by an Internet link **1767** for a media presentation **1768** to a restricted audience **1769**.

A further possible distribution channel may be provided by satellite transmission **1770** of a radio or television signal **1771** to one or more targeted devices **1772**. Such targeted devices **1772** may provide further controlled distribution to authorized parties **1773** as well as prevent distribution (e.g., access) to excluded parties **1774**. In some instances a stored version **1775** may be approved and appropriate for future availability.

A wireless link **1776** may be available in some locations for distribution to an approved recipient group **1777**. A further distribution channel may include cable distribution **1778** to a local media provider **1780** for re-transmittal via a narrowcast **1781** or a broadcast **1782** to potential viewers or listeners. In some instances additional content alteration of component elements or designated aspects may be accomplished by a local media editor **1783** for further distribution to a targeted audience **1784**.

Another possible distribution technique may be implemented by making a stored media work **1785** available to a renter **1786** or a purchaser **1787** in accordance with applicable criteria and authorization rights. Of course, other distribution channels and techniques may be implemented, and the examples shown and described are not intended to be limiting.

Referring to the schematic block diagram of FIG. **19**, other exemplary features that may be implemented in connection with shared distribution access to composite media works having alterable content. For example, local computer apparatus **1790** may have an access interface **1791** for a user **1792**. Additional features of computer apparatus **1790** may include memory **1800**, processor **1802**, one or more applications **1804**, media drive **1806**, controller **1808**, and transceiver **1809**.

The composite media work may already reside in the local computer apparatus **1790** or may be available via network **1810** (e.g., Internet, WAN, LAN, Peer to Peer, etc.). In some instances the composite media work may be partially or wholly available by loading a stored program **1812**.

Shared distribution (e.g., access) of the composite media work may be implemented via wireless links **1795** to mobile unit **1793** and to hand-held device **1794**. Other shared distribution may be accomplished via communication link **1797** to multi-function device **1796**, and also via a separate communication link to a designated recipient **1798**. Other types of shared distribution accessibility may be implemented depending on the circumstances, and in some instances depending on the available communication terminals approved by the owners of primary or secondary authorization rights for the derivative version of the composite media work.

The schematic block diagram of FIG. **20** illustrates a possible embodiment **1820** of an exemplary scheme for composite media works capable of altered content. A computerized management system **1822** may include processor **1823**, controller **1824**, one or more applications **1826**, and memory **1828**. Additional modules may implement an alteration criteria compliance process **1830** and may maintain derivative version status records **1832**.

There are many possible storage arrangements that may include but are not limited to centralized storage media **1836**, distributed storage media **1837**, and removable storage media **1838**.

Data storage parameters **1840** may be organized with respect to an original media work version **1841**, a specified derivative version **1842**, a distribution channel **1844**, and a media format **1845**. Additional possible storage parameters may be organized to include informational data with respect to altered content elements or aspects **1846** and with respect to associated real-world entities or persons **1847**.

Possible informational data records may relate to a primary rights owner **1850**, a secondary rights owner **1852**, distribution limitations **1853**, media format limitations **1854**, and alteration limitations **1855**. Other informational data records may relate to group sets of component elements and aspects **1858** for the composite media works capable of altered content.

Further possible data storage parameter records for some embodiments may relate to specified types of content changes **1860** such as the capability to add **1862**, delete **1864**, modify **1866**, and replace **1868** alterable component elements or designated aspects that are feasible for alteration.

As illustrated in FIG. **20**, an access interface **1870** may provide a communication link to a capture device **1872**, access device **1874**, and capture/access device **1876**. Additional links may be provided for an alteration authorization entity **1878** as well as for interested parties **1879** that may need read and/or write accessibility to the computerized management system **1822** as well as to the informational data represented by the data storage parameters **1840**.

It will be understood by those skilled in the art that appropriate distribution **1871** of various altered or alterable derivative versions of the composite media works may be initiated, controlled, or monitored by the computerized management system **1822**. In some instances oversight or interaction or monitoring may be provided by external communications via the access interface **1870**.

The schematic representation of FIG. **21** illustrates an exemplary embodiment for providing alterable content in a media work. Embodiment features include video capture module **1880**, computerized control unit **1882** with user interface **1884**, program module **1885**, audio recording unit **1886**, and ancillary device **1889**. A field of view **1890** for the video capture module **1880** and for the audio recording unit **1886** enables ongoing capture of audiovisual content that includes audio and visual aspects of multiple objects and people.

The computerized control unit **1882** is operably coupled with the program module **1885** as well as the audio recording unit **1886** and video capture module **1880** to capture the scene depicted in FIG. **21**. The computerized control unit **1882** is also operably coupled with the ancillary device **1889** to identify and in some instances list alterable data content that may be available for subsequent alteration in accordance with applicable criteria and authorization rights.

It will be understood that some embodiments may include possible supplemental video data **1878** as an additional input to video capture module **1880** to create a desired visual content for the composite media work. Similarly some embodiments may include possible supplemental audio data **1888** as an additional input to audio recording unit **1886** to create a desired audio content for the composite media work. In some instances, some or all of such additional inputs **1878**, **1888** may be identified or listed as alterable content and therefore subject to possible future deletion, modification or replacement in accordance with applicable alteration criteria and applicable authorization rights.

Various examples of possible alterable content are illustrated in FIG. **21**. Such alterable content may include an alterable building component element **1891** having designated aspects such as a name "Hotel Pomo Resort" **1892** and a building style **1894**. Additional alterable content may include an alterable vehicle component element **1895** having one or more identifiable aspects such as an identifiable car brand **1896**. Possible substitute objects that may be available as a replacement for the alterable vehicle component element

1895 are shown in phantom lines, and may include a substitute car brand 1898 and a substitute bicycle 1899.

A male character 1900 is shown as an alterable component element having designated alterable aspects such as no hat 1902, long pants 1904, wrist watch 1906 and a shirt display of a name "Sunset Café" 1908. The male character has a pet component element shown as a terrier breed 1910 that may be alterable. For example, a possible substitute pet 1912 is illustrated in phantom lines.

A female character 1915 is shown as an alterable component element having designated alterable aspects such as hair style 1916, voice 1917, dressy skirt 1918, a "ZoZo" brand designer purse 1919, and a blouse logo "Pomo Beach" 1921.

It will be understood that the exemplary embodiment features of alterable content as well as possible substitute content are not intended to be limiting, but are disclosed for purposes of illustration only. Many other types of alterable content and substitute content may be incorporated in composite media works pursuant to the disclosure set forth herein.

The schematic depiction of FIG. 22 illustrates additional possible embodiment features regarding possible alteration of content in media works. For example, an editing apparatus 1930 for composite media works may include user interface 1932, processor 1934, controller 1936, one or more application programs 1937, and storage media 1938. The editing apparatus 1930 may also include a data record for the alteration criteria 1944 and a data record for the authorization rights 1946 applicable to a composite media work as well as various derivative versions thereof.

The user interface 1932 may provide accessibility to interested parties involved in providing substitute content and editing derivative versions, as well as accessibility to interested parties seeking information regarding compliance with alteration criteria and authorization rights.

Additional possible features of the illustrated editing apparatus 1930 may include a component selection module 1940 and an aspect selection module 1942. Such selection modules 1940, 1942 may be configured to select (e.g., identify) existing component elements or designated aspects that are feasible for alteration, and may be further configured to select (e.g., identify, retrieve, etc.) substitute content for consideration and possible incorporation in a derivative version of the composite media work.

A possible audiovisual scene 1948 as well as one or more individual visual frames 1949 may include alterable content that may be subject to alteration criteria and authorization rights. Such alterable content may include an audio component element 1950 that includes one or more designated audio aspects 1951. Such alterable content may further include a video component element 1952 that includes one or more designated video aspects 1953. Such alterable content may additionally include an audiovisual component element 1954 that includes one or more audiovisual aspects 1955.

Informational data may also be processed and made available by the editing apparatus 1930, including status data regarding pending content alterations 1960, approved content alterations 1962, and finalized derivative versions of a media work 1964.

Examples of alterable content are illustrated in FIG. 22. For example, an illustrated female character 1970 (e.g., live actress, animated personage, live singing, dubbed singing, live music, synthesized music, etc.) may be identified as an alterable component element that may be replaced by a substitute live or animated female character 1972. A different type of content alteration may be a partial or hybrid modification of certain designated aspects of a musical component element 1974 related to such female character 1970. Possible alterable designated aspects may include song lyrics, background music, singing character, and actual vocalist.

A further illustrated example of alterable content may be a male person 1975 (e.g., self-portrayed person, live actor, animated personage, etc.) that is identified as an alterable component element that may be replaced by a substitute male person 1977. A different type of content alteration may be a partial or hybrid substitution of certain designated aspects of a character component element 1979 related to such male person. Possible alterable designated aspects may include clothing, language accent, age, and stature.

Yet another illustrated example of alterable content may be a scene setting component element 1984 that includes certain designated alterable aspects. The applicable alteration criteria may already require in some circumstances a replacement of a spruce tree 1980 with a pre-determined substitute oak tree 1982. Other possible alterable designated aspects may include a size or shape of the spruce tree 1980 as well as a size or shape of the replacement oak tree 1982.

Referring again to FIG. 22, an additional illustrated example of alterable content may be a vehicle component element 1990 that includes certain designated alterable aspects. Such designated alterable aspects may be combined together to provide a basis for an optional pre-determined substitute replacement 1994 (e.g., modified car model, travel direction and bare-headed double occupancy 1996). Alternatively, certain individual designated alterable aspects in the existing vehicle component element 1998 (single occupancy, hat 1992, car model, travel direction, occupancy, etc.) may be modified separately in accordance with applicable alteration criteria.

Another exemplary type of alterable component element that may be incorporated in the audiovisual scene 1948 and the visual frame 1949 is referenced as product component element 1985. Possible designated aspects of such a product component element may include a type of beverage, cell phone, designer clothes, and game.

A further exemplary type of alterable component is referenced in FIG. 22 as a company or trademark component 1987. Possible substitute content pursuant to applicable alteration criteria and authorization rights may include addition, deletion, modification or replacement of recognizable entity trade names as indicated in the drawing Figure (e.g., HP, Dell, AT&T, Marriott, Hilton, Nokia, Sony, Microsoft) as well as many others. This type of content alteration may also involve negotiation and agreement regarding terms and conditions included in a compensation arrangement with such recognizable entities.

The schematic representation of FIG. 23 illustrates optional embodiment features for distribution possibilities regarding media works having alterable content. For example, an original composite media work 2000 may be retained in archive 2002 for future reference or use. A stored original version 2004 may provide a basis for distribution of an original format version 2006, and may also be transferred to editing module 2008.

An altered derivative version may be available from editing module 2008 for distribution in format version ABC (see 2010) as well as in a different format version JKL (see 2012). Editing module 2008 may also provide output for additional stored derivative versions 2009.

A possible media distribution channel 2015 may provide an unaltered version 2030 to one or more targeted devices XYZ (see 2032). An editing module 2020 may have a communication link to media distribution channel 2015, and process the original composite media work 2000 in order to provide a distributed altered version 2034 as well as a stored

altered version **2022**. Additional distribution of the stored altered version **2022** may be accomplished with storage media delivery **2024**, wired transfer **2026**, and wireless transmission **2028**.

An alternative distribution channel **2036** may provide an additional communication link for transferring a version of the original composite media work **2000** to a targeted audience QRS (see **2038**).

It will be understood that the various altered derivative versions, media formats, and distribution channels as depicted in FIG. **23** may be subject to limitations and compensation requirements pursuant to applicable alteration criteria as well as to applicable authorization rights.

The tabular depiction of FIG. **24** illustrates an exemplary embodiment for feasible content alterations **2040**. Possible alterable component elements **2042** may involve music **2046**, setting **2050**, hero **2054**, heroine **2058**, and villain **2062**. Additional possible alterable component elements **2042** may involve clothing **2066**, vehicle **2070**, company **2074**, and animal **2078**. Further types of component elements that may be alterable may include food **2082**, product **2086**, brand **2090**, and dialogue **2094**.

It will be understood that each composite media work may include a standardized type of alterable component elements and a related group of designated alterable aspects. However in many instances the type of alterable component elements and related group of designated alterable aspects may be customized for a particular media work or group of media works. The examples of alterable content disclosed in FIG. **23** and elsewhere herein are therefore not intended to be limiting, but are provided by way of example only.

As shown in the tabular depiction **2044** of FIG. **24**, some exemplary designated alterable aspects that may be included within an alterable music component element **2046** are song lyrics, background music, vocalist, and instruments (see **2048**). Other exemplary designated alterable aspects that may be included within an alterable setting component element **2050** are beach, apartment, hotel, urban, airport, college, and store (see **2052**).

Some possible exemplary designated alterable aspects that may be included within an alterable hero component element **2054** are age, stature, hair style, ethnic group, voice accent, and affluence (see **2056**). Other exemplary designated alterable aspects that may be included within an alterable heroine component element **2058** are age, personality, jewelry, family status, career, and hobby (see **2060**). Further exemplary designated alterable aspects that may be included within an alterable villain component element **2062** are voice, weapon, addiction, job, scars, tattoos, and profanity (see **2064**).

Some exemplary designated alterable aspects that may be included within an alterable clothing component element **2066** are 1920s era, expensive, stylish, gaudy, military, athletic, and hats (see **2068**). Other exemplary designated alterable aspects that may be included within an alterable vehicle component element **2070** are airplane, motorcycle, limousine, train, model T car, and sailboat (see **2072**).

As further shown in FIG. **24**, some exemplary designated alterable aspects that may be included within an alterable company component element **2074** are Western Union, Barnum & Bailey, Union Pacific, and Ford Motor (see **2076**). Other exemplary designated alterable aspects that may be included within an alterable animal component element **2078** are collie dog, Siamese cat, parakeet, race horse, and walrus (see **2080**).

Some additional exemplary designated alterable aspects that may be included within an alterable food component element **2082** are soup, fish & chips, sausage, plum pudding and sauerkraut (see **2084**). Further exemplary designated alterable aspects that may be included within an alterable product component element **2086** are telephone, radio, piano, pistol, magazines, and newspaper (see **2088**).

Other exemplary designated alterable aspects that may be included within an alterable brand component element **2090** are Sears Roebuck, RCA, Westinghouse, GE, PanAm, and Kodak (see **2092**). Additional exemplary designated alterable aspects that may be included within an alterable dialogue component element **2094** are U.S. English, German, cockney accent, southern drawl, and slang (see **2096**).

It will be understood that the various informational data of the type depicted in FIG. **24** may be maintained in various centralized and dispersed locations for accessibility, status review, management and editing of derivative versions of composite media works with alterable or altered content.

The schematic representation of FIG. **25** shows exemplary types of data records for alteration criteria **2100**. For example, certain data records in some embodiments may include a type of derivative version **2102**, type of media format **2104**, type of distribution channel **2106**, and other derivative versions **2108**. Additional possible data record types may include a listing of interested parties **2110** that may request or require access to such data records for alteration criteria **2100**.

Further possible data records for alteration criteria **2100** in some embodiments may include a listing of alterable component elements **2112** including but not limited to verbal element **2114**, text element **2116**, image element **2118**, object element **2120**, music element **2122**, and related set of element **2124**. Other possible data record types may include a listing of alterable designated aspects **2132** including but not limited to video **2134**, audio **2136**, audiovisual **2138**, animation **2140** and related set of aspects **2141**.

Some embodiments may include data records regarding various associated real-world entities **2142** for related types of objects depicted in a composite media work capable of alterable content. Specific categories of data records for associated real-world entities **2142** may include entity status **2144**, relevant entity communications **2146**, one or more entity-related elements **2148**, and one or more entity-related aspects **2150**.

Some embodiments may include data records regarding various associated real-world persons **2152** for related types of objects depicted in a composite media work capable of alterable content. Specific categories of data records for associated real-world persons **2152** may include person status **2154**, relevant person communications **2156**, one or more person-related elements **2158**, and one or more person-related aspects **2160**.

Additional types of possible data records may include alteration approval techniques **2162** for substituted content. Related categories of data records may include primary authorization rights **2164** and information regarding an owner **2165** of such primary authorization rights. Other related categories of data records may include secondary authorization rights **2166** and information regarding an owner **2167** of such secondary authorization rights. A further related category of data records may include applicable terms and provisions **2168** regarding primary and secondary authorization rights **2164**, **2166**.

Other possible types of data records for alteration criteria **2100** may relate to alteration limitations **2172**. Particular categories of data records may include pre-approved parameters **2174**, forbidden content **2176**, and restricted content **2178**.

It will be understood that the various informational data of the type depicted in FIG. **25** may be maintained in various

centralized and dispersed locations for accessibility, status review, management and editing of derivative versions of composite media works with alterable or altered content.

It will be further understood that some data record categories in the illustrated embodiments herein may not be necessary in some circumstances, and in some instances additional data record categories may be deemed to be helpful. The need for such data record flexibility is contemplated and the exemplary data file names and categories disclosed herein are not intended to be limiting.

Referring to embodiment features of FIG. **26**, an exemplary tabular representation of data records for authorization rights **2180** may include a listing of alterable elements **2190** and alterable aspects **2192** for a particular derivative version of a composite media work capable of content alteration. Such data records for authorization rights **2180** may further include specified data records regarding type of derivative version **2182**, type of media form **2183**, type of distribution channel **2184**, and other derivative versions **2185**.

Additional data records may provide informational data regarding an associated real-world entity **2186** for related alterable objects, and also regarding an associated real-world person **2187** for related alterable objects.

It will be understood that informational data regarding ownership of primary original content rights **2193** may involve related informational data of applicable provisions for original content rights **2194**. Similarly informational data regarding ownership of secondary substituted content rights **2196** may involve different informational data of applicable provisions for substituted content rights **2198**.

In some embodiments the ownership status and the related applicable provisions may vary with respect to different types or categories of alterable content. For example, separate informational listings regarding ownership rights and their related provisions (e.g., term, conditions, compensation, limitations, authorization procedure, contact agent, etc.) may be separately maintained for individually identifiable alterable component elements including but not limited to a person or character **2202**, an actor or actress **2204**, an object or item **2206**, and a product category **2208**.

As a further example, separate informational listings regarding ownership rights and their related provisions (e.g., term, conditions, compensation, limitations, authorization procedure, contact agent, etc.) may be maintained for individually identifiable alterable aspects including but not limited to video **2210**, audio **2212**, audiovisual **2214**, animation **2216**, and set of related aspects **2218**.

It will be understood that the various informational data of the type depicted in FIG. **26** may be maintained in various centralized and dispersed locations for accessibility, status review, management and editing of derivative versions of composite media works with alterable or altered content.

It will be understood from the exemplary embodiments disclosed herein that various system implementations may include combined or separate listings of alterable component elements and alterable designated aspects feasible for alteration. Other possible data listings may include a further listing of the one or more of the following type of possible content alterations: related set of designated aspects, related set of alterable components; identical objects, same object in different scenes, and same object in different settings. A further possible listing may include one or more of the following type of possible content alterations: textual, verbal, visual, image, audio, musical, and animation.

Some system embodiments may include a data record that includes informational data regarding a specified derivative version of the composite media work, wherein the specified derivative version includes capability for incorporating substituted content. A further system data record may include informational data to identify a specified derivative version incorporating previously altered content; and another system data record may include informational data to identify a specified derivative version having capability to incorporate future substituted content.

A further possible system embodiment feature may include a management module to coordinate compliance with the criteria for possible content alteration. Other possible system embodiment features may include further data records that identify one or more of the following: alteration limitation applicable to a derivative version of the composite media work; media format limitation applicable to a derivative version of the composite work; distribution limitation applicable to a derivative version of the composite work; a group or set of related component elements capable of alteration; and a group or set of designated aspects capable of alteration.

Further possible system embodiment features may include a further data record that identifies an entity, or a person, associated with substituted content incorporated in a derivative version of the composite media work.

Content alteration of different types of media works may involve various types of procedural guidelines and consent requirements regarding the substituted content as well respecting its integration into a composite media work. In some instances compliance with alteration criteria may constitute sufficient approval to proceed with a content alteration of a composite media work. Under some circumstances there may be multiple approvals required that may involve both compliance with alteration criteria as well as consent by an owner of primary authorization rights. In other instances it may be possible to merely obtain such consent by an owner of primary authorization rights without having to comply with additional alteration criteria. It will be understood that features of the exemplary embodiments disclosed herein may be adapted for implementation in existing media works as well as in newly created media works.

Some system embodiments may include a listing of alterable content that is subject to authorization rights. In some instances an exemplary implementation may include a further listing of the one or more of the following type of alterable content subject to the authorization rights: related set of designated aspects, related set of alterable components, identical objects, same object in different scenes, and same object in different settings. Another possible system feature may include a further listing of the one or more of the following type of alterable content subject to the authorization rights: textual, verbal, visual, image, audio, musical, and animation.

Additional exemplary features of a system embodiment may include a data record that includes authorization rights applicable to one or more of the following targeted categories for the composite media work: geographic distribution, distribution channel, audience, time period, and demographic distribution. Other exemplary system features may include a data record that includes authorization rights regarding possible content alteration of one or more of the following type of content associated with a real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, slogan, jingle, animation, animated character, copyrighted item, and personage.

Further exemplary system enhancements may include a data record that includes authorization rights regarding possible content alteration of one or more of the following type of content associated with a real-world person: name, face, per-

sonal characteristics, identity, residence, title, achievement, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership.

Another exemplary system embodiment may include a management module to coordinate compliance with the authorization rights. Other possible embodiments may include an additional data record of secondary authorization rights applicable to substitute content for the composite media work. Some related system data records may include secondary authorization rights applicable to a substitute component element or a substitute designated aspect incorporated as a content alteration in the composite media work.

The high level flow chart of FIG. **27** illustrates an embodiment **2320** that provides a classification method for elements incorporated in a composite media work (block **2322**), including establishing criteria for possible content alteration of one or more component elements of the composite media work (block **2322**), wherein the one or more component elements include a designated aspect that is feasible for alteration (block **2324**); and making such criteria accessible to an interested party (block **2328**).

Referring to another process embodiment **2330** illustrated in the detailed flow chart of FIG. **28**, exemplary features may include previously described process components **2322**, **2324**, **2326**, **2328** in combination with establishing the criteria for one or more of the following types of possible content alteration of the designated aspect: addition, deletion, modification, and replacement (block **2331**).

Some implementations may also include establishing the criteria for addition or deletion or modification or replacement of one or more designated aspects associated with a real-world entity (block **2332**), or associated with a real-world person (block **2333**). A further possible implementation provides one or more of the following type of approval techniques for obtaining compliance with the criteria: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating (block **2338**).

Other possible process enhancements may include establishing criteria regarding content alteration applicable to one or more of the following type of derivative versions of the composite media work: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, and specified purpose (block **2336**).

Additional exemplary features may include establishing criteria regarding content alteration applicable to one or more of the following type of media formats for the composite media work: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, data compression, and streaming format (block **2337**).

Referring to the exemplary embodiment features **2340** of FIG. **29**, previously described process features **2322**, **2324**, **2326** are illustrated along with additional possible enhancements regarding criteria for possible content alterations. For example, some process embodiments may include establishing criteria regarding content alteration applicable to a composite media work for one or more of the following type of distribution channels: fund-raising, non-profit, theater, airplane viewing, Internet, network, television, cable, satellite, wireless, broadcast, narrowcast, download, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, shared, streamed, concurrent, foreign language, infomercial, live, real-time, delayed, and on-demand (block **2347**).

A further enhancement feature may include establishing criteria applicable to possible content alteration of one or more designated aspects that are associated with a real-world entity (block **2342**). Related possible enhancements may establish criteria regarding possible content alteration of one or more of the following type of designated aspects associated with the real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, slogan, jingle, animation, animated character, copyrighted item, and personage (block **2343**).

Another exemplary implementation may establish establishing criteria regarding possible content alteration of one or more of the following type of designated aspects associated with the real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, and avatar (block **2344**). Further possible features may include establishing criteria regarding possible content alteration of one or more of the following type of designated aspects associated with the real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business (block **2346**).

Referring to additional embodiment features **2350** illustrated in FIG. **30**, previously described process components **2322**, **2324**, **2326**, **2342** are depicted along with another exemplary process feature establishing criteria regarding possible content alteration of one or more designated aspects in response to a relevant communication from the real-world enterprise (block **2352**).

Further exemplary process features may include establishing criteria regarding possible content alteration of one or more designated aspects associated with the real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, status change, defective right, relinquished right, faulty claim, non-renewal of prerogative, and expired authorization (block **2354**).

The flow chart of FIG. **30** also depicts additional exemplary enhancements related to establishing criteria applicable to possible content alteration of one or more designated aspects that are associated with a real-world person (block **2355**). An additional possible enhancement may include establishing criteria regarding possible content alteration of one or more of the following type of designated aspects associated with the real-world person: name, face, personal characteristics, identity, residence, title, achievement, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership (block **2356**).

Further possible related features may include establishing criteria regarding content alteration of one or more designated aspects in the event the real-world person has died or retired or otherwise changed status (block **2357**), and establishing criteria regarding content alteration of one or more designated

aspects in response to a relevant communication from the real-world person (block **2358**).

The detailed flow chart of FIG. **31** illustrates exemplary embodiment features **2360** that include previously described process features **2322**, **2324**, **2326** along with establishing criteria regarding one or more of the following specified portions of the composite media work having such designated aspect feasible for alteration: frame, scene, setting, building, house, office, store, room, vehicle, car, boat, train, plane, street, town, and country (block **2362**).

Additional process enhancements may include establishing criteria regarding one or more of the following specified portions of the composite media work having such designated aspect feasible for alteration: landscape, vegetation, packaging, labeling, arrangement, item display, items depicted, signage, informational sign, directional sign, seasonal setting, temporal setting, light intensity, directional lighting, shadow, character statement, and compass orientation (block **2361**).

Other exemplary enhancements depicted include establishing criteria based on a targeted geographic distribution of the composite media work (block **2364**), or a targeted distribution channel for the composite media work (block **2366**), or a targeted audience for the composite media work (block **2368**).

FIG. **31** further illustrates possible process features that establish the criteria regarding content alteration of one or more types of a component element of the composite media work (block **2371**). Such exemplary types of content alteration of a component element may include content alteration of a textual component (block **2372**), a verbal component (block **2373**), an audio component (block **2374**), a musical component (block **2375**), a visual component (block **2376**), an image component (block **2377**) or an animation component (block **2378**), as well as various combinations of such components.

Referring to the illustrated embodiment features **2380** of FIG. **32**, previously described component features **2322**, **2324**, **2326** are combined with possible enhancements that include establishing criteria regarding content alteration of one or more of the following: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, and same object in different settings (block **2381**).

Additional possible implementation features may relate to establishing alteration limitations applicable to the composite media work (block **2392**). For example, some exemplary features may include providing a listing of one or more of the following type of objectionable alteration parameters: substitute component element, substitute designated aspect, substitution process, alternate media format, and alternate distribution channel (block **2396**). Additional exemplary features may include forbidding or restricting alteration of one or more of following type of component elements: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, and credits (block **2398**).

Additional possible implement features may include providing a listing of one or more of the following type of pre-approved alteration parameters: substitute component element, substitute designated aspect, substitution process, alternate media format, and alternate distribution channel (block **2394**).

FIG. **32** further illustrates additional possible features related to criteria for possible alteration of one or more component elements of the composite media work. For example, in some instances an exemplary process feature may establishing one or more of the following type of criteria: automatic, contingent, negotiable, tentative, recommended, required, and compensation (block **2382**). Other exemplary process features may establish the criteria based at least in part on a targeted distribution time period for the composite media work (block **2384**), or may establish the criteria based at least in part on a targeted demographic distribution of the composite media work (block **2386**).

The detailed embodiment features **2400** of FIG. **33** include previously described process components **2322**, **2324**, **2326**, **2328**, **2392** along with possible process features establishing exemplary criteria. For example, an exemplary feature may include approving possible alteration of one or more of following type of component elements: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, and credits (block **2402**).

Additional exemplary enhancements regarding the establishment of alteration limitations may include forbidding or restricting a substitute component element that includes one or more of following: profanity, violence, murder, death, disfigurement, sexual behavior, nudity, ethnic slur, criminal activity, drug usage, illegal symbol, proprietary material, discriminatory depiction, defamation, slander, disparagement, dissenting material, specified behavior, specified object, specified item, specified depiction, and specified symbol (block **2393**).

Further possible implementation features relating to accessibility of the criteria to an interested party may include providing accessibility to such criteria via one or more of the following: website, email request, database, telephonic request, postal mail request, stored message, publication, and announcement (block **2411**). Other related implementation possibilities may include providing accessibility to such criteria via a hyperlink incorporated in a derivative version of the composite media work (block **2412**), and providing accessibility to such criteria via a hyperlink incorporated in a website associated with the composite media work (block **2414**).

Other exemplary process features may include maintaining a record of informational data regarding the criteria for possible content alteration (block **2404**), and making the record of informational data accessible to one or more interested parties (block **2406**). A further possible enhancement may include maintaining a record of authorization rights applicable to original content of the composite media work or to substituted content incorporated in the composite media work (block **2408**).

It will be understood by those skilled in the art that the various components and elements disclosed in the block diagrams herein as well as the various steps and sub-steps disclosed in the flow charts herein may be incorporated together in different claimed combinations in order to enhance possible benefits and advantages.

It is to be further understood that various aspects of the methods and processes disclosed in FIGS. **3-11**, **14-15**, **27-33**, **36-42**, **45-54** and **58-66** can be incorporated in one or more different types of computer program products with a carrier medium having program instructions encoded thereon. Some exemplary computer program products may be implemented in storage carrier media having program instructions encoded thereon. In some instances exemplary computer program products may be implemented in communication carrier media having program instructions encoded thereon.

The flow chart of FIG. **34** illustrates an embodiment **2420** that provides a computer program product having one or more computer programs with instructions for executing a process (block **2421**). Such an exemplary process may include pro-

viding criteria for possible content alteration of one or more component elements of a composite media work (block **2422**), identifying a component element that includes a designated aspect feasible for alteration (block **2424**), and facilitating access to such criteria (block **2426**). Further possible features may include providing signal-bearing storage media for encoding instructions for executing such an exemplary process (block **2427**); and providing signal-bearing communication media for encoding instructions for executing such an exemplary process (block **2428**).

Additional possible computer program product features may include providing criteria that identifies one or more of the following type of targeted categories for a derivative version of the composite media work wherein the derivative version includes capability for incorporating substituted content: geographic distribution, distribution channel, audience, recipient group, targeted device, time period, and demographic distribution.

A further possible computer program process feature may include providing criteria that identifies one or more of the following type of limitations for a derivative version of the composite media work wherein the derivative version includes capability for incorporating substituted content: distribution, media format, pre-approved alteration parameter, objectionable alteration, restricted alteration, and forbidden alteration.

Another possible process feature that may be incorporated in a computer program product includes maintaining a record of criteria regarding possible content alteration, wherein the record of criteria that includes forbidding or restricting a substitute component element that includes one or more of following: profanity, violence, murder, death, disfigurement, sexual behavior, nudity, ethnic slur, criminal activity, drug usage, illegal symbol, proprietary material, discriminatory depiction, defamation, slander, disparagement, dissenting material, specified behavior, specified object, specified item, specified depiction, and specified symbol.

Additional exemplary process features that may be incorporated in a computer program product include providing criteria for possible content alteration of a group set of related component elements or designated aspects capable of alteration.

Of course various other process aspects disclosed herein may also be incorporated into one or more computer program products, depending on the circumstances.

The flow chart of FIG. **35** illustrates another embodiment **2430** for a computer program product including media for encoding instructions to execute a process (block **2432**). Such an exemplary process may include providing a classification method for alterable component elements incorporated in a composite media work (block **2433**); maintaining a record of criteria regarding possible content alteration of one or more of the alterable component elements, which record identifies a designated aspect of the one or more alterable component elements that is feasible for alteration (block **2434**); and making such criteria accessible to an interested party (block **2435**).

Additional possible features may include signal-bearing storage media for encoding the instructions to execute the process (block **2436**), and signal-bearing communication media for encoding the instructions to execute the process (block **2437**).

Other possible process features for incorporation in a computer program product may include maintaining a record of criteria applicable to one or more of the following type of possible content alteration: textual, verbal, visual, image, audio, musical, and animation. Additional exemplary process features for computer program embodiments may include maintaining a record of criteria applicable to one or more of the following type of alterable component elements: music, setting, hero, heroine, villain, clothing, vehicle, company, animals, food, product, brand, and dialogue.

Exemplary computer program instructions may also implement a process that includes maintaining a record of criteria applicable to possible content alteration of one or more of the following: related set of designated aspects, related set of alterable components, identical objects, same object in different scenes, and same object in different settings.

As a further example of process components that may be incorporated in a computer program product, such a process component may provide a classification system that identifies the following categories of alterable content incorporated in the composite media work: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, slogan, jingle, animation, animated character, copyrighted item, and personage.

A further exemplary process feature for possible incorporation in a computer program product may include maintaining a record of criteria for addition or deletion or modification or replacement of an alterable component element or a designated aspect which are associated with a real-world entity, or in some instances which are associated with a real-world person.

Other possible computer program processes may include providing a classification system that identifies the following type of alterable content associated with a real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, and avatar. Additional program process features may identify the following type of alterable content associated with a real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business.

Some computer program embodiments may include a classification method that identifies the following type of alterable content associated with a real-world person: name, face, personal characteristics, identity, residence, title, achievement, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership.

In some computer program product embodiments, process instructions may facilitate accessibility to alteration criteria via one or more of the following: website, email request, database, telephonic request, postal mail request, stored message, publication, and announcement.

Referring to the high level flow chart of FIG. **36**, an exemplary process embodiment **2500** may include providing a content substitution method for media works (block **2501**), confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration (block **2502**), and maintaining a record of primary authorization rights applicable to a content alteration of such designated aspect (block **2503**).

FIG. **37** is a more detailed flow chart illustrating exemplary embodiment features **2510** that include previously described process components **2501**, **2502**, **2503** along with maintain-

ing an additional record of secondary authorization rights applicable to substituted content (block **2511**). A related feature may include providing substituted content that includes a substitute component element or a substitute designated aspect incorporated as a content alteration in the composite media work (block **2512**).

Another possible implementation feature may include maintaining informational data regarding the primary authorization rights applicable to one or more of the following type of derivative versions of the composite media work: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, and specified purpose (block **2516**).

Further exemplary process features may include maintaining informational data regarding the primary authorization rights applicable to one or more of the following type of media content formats of the composite media work: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Bluray, MPEG, MP3, reformatted, data compression, and streaming format (block **2517**). Additional exemplary enhancements may include maintaining informational data regarding one or more of the following type of primary authorization rights: contractual, proprietary, copyright, patent, trademark, exclusive, non-exclusive, license, consent, governmental, judicial, third party restriction, transfer, exchange, conditional, and jurisdictional (block **2519**).

Another possible process component may include maintaining informational data regarding primary authorization rights applicable to one or more of the following type of distribution channels for the composite media work: fundraising, non-profit, theater, airplane viewing, Internet, network, television, cable, satellite, wireless, broadcast, narrowcast, download, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, shared, streamed, concurrent, foreign language, infomercial, live, real-time, delayed, and on-demand (block **2518**).

Referring to FIG. **38**, an exemplary embodiment **2520** is depicted that includes previously described process components **2501**, **2502**, **2503** in combination with maintaining informational data regarding one or more of the following type of person or entity having primary authorization rights: creator, writer, editor, animator, producer, composer, arranger, performer, actor, distributor, agent, investor, sponsor, inventor, animator, depicted person, depicted entity, programmer, copyright owner, subscriber, membership group, and individual group member (block **2521**).

Other possible process features relate to maintaining authorization data applicable to content alteration of one or more designated aspects that are associated with a real-world entity (block **2504**). For example, some implementation features may include maintaining authorization data applicable to adding or deleting or modifying or replacing one or more designated aspects that are associated with the real-world entity (block **2522**).

Additional possible enhancements may include maintaining specified authorization data applicable to content alteration of one or more of the following type of designated aspects associated with the real-world entity: brand, trademark, service mark, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, slogan, jingle, animation, animated character, and personage (block **2523**).

Further possible process features illustrated in FIG. **38** may include maintaining specified authorization data applicable to content alteration of one or more of the following type of designated aspects associated with the real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, and avatar (block **2524**).

The illustrated embodiment features **2530** of FIG. **39** depict previously described process components **2501**, **2502**, **2503**, **2504** along with maintaining specified authorization data applicable to content alteration of one or more of the following type of designated aspects associated with the real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business (block **2531**).

Another possible process feature may include maintaining specified authorization data applicable to content alteration of one or more designated aspects associated with the real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, status change, defective right, relinquished right, faulty claim, non-renewal of prerogative, and expired authorization (block **2532**). Additional possible enhancements may include maintaining specified authorization data regarding possible content alteration of one or more designated aspects in response to a relevant communication from the real-world entity (block **2533**).

As further illustrated in FIG. **39**, some embodiments may include identifying a person or group or entity required to approve alteration of the one or more component elements or alteration of the designated aspect (block **2536**). Other possible process features may include providing one or more of the following type of approval techniques for obtaining consent from a person or group or entity having primary authorization rights: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating (block **2537**).

The detailed flow chart of FIG. **40** depicts various illustrated embodiment features **2540** including previously described process components **2501**, **2502**, **2503** along with maintaining particular authorization data applicable to content alteration of one or more designated aspects that are associated with a real-world person (block **2505**). Some related possible implementation features may include maintaining particular authorization data applicable to adding or deleting or modifying or replacing one or more designated aspects that are associated with the real-world person (block **2541**).

Another exemplary process feature may include maintaining the particular authorization data regarding content alteration of one or more of the following type of designated aspects associated with the real-world person: name, face, personal characteristics, identity, residence, title, achievement, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership (block **2542**).

Further possible enhancements may include maintaining the particular authorization regarding content alteration of one or more designated aspects in the event the real-world person has died or retired or otherwise changed status (block **2543**), and maintaining the particular authorization regarding

content alteration of one or more designated aspects in response to a relevant communication from the real-world person (block **2544**).

Additional possible implementation features may include maintaining authorization data regarding content alteration for one or more of the following specified portions of the composite work: landscape, vegetation, packaging, labeling, arrangement, item display, items depicted, signage, informational sign, directional sign, seasonal setting, temporal setting, light intensity, directional lighting, shadow, character statement, and compass orientation (block **2546**).

Referring to the illustrated embodiment features **2550** of FIG. **41**, previously described process components **2501**, **2502**, **2503** are depicted in combination with maintaining authorization data regarding content alteration for one or more of the following specified portions of the composite work: frame, scene, setting, building, house, office, store, room, vehicle, car, boat, train, plane, street, town, and country (block **2551**).

Another possible enhancement may include maintaining a record of specified primary authorization rights applicable to a particular person or character portrayed in the composite media work (block **2553**). A related exemplary enhancement may include maintaining the record of specified primary authorization rights applicable to a particular actor or actress appearing in the composite media work (block **2554**).

Additional exemplary process features may include maintaining the record of specified primary authorization rights applicable to a particular object or item depicted in the composite media work (block **2556**). Related exemplary features may include maintaining the record of specified primary authorization rights applicable to a particular category of products depicted in the composite media work (block **2557**).

A further possible feature may include maintaining the record of specified primary authorization rights regarding content alteration of one or more of the following component elements of the composite media work: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, and credits (block **2558**).

FIG. **42** illustrates various process embodiment features **2560** including previously depicted process components **2501**, **2502**, **2503** along with maintaining particular authorization data applicable to one or more of the following targeted categories for the composite media work: geographic distribution, distribution channel, audience, time period, and demographic distribution (block **2561**). Other possible enhancements may include maintaining particular authorization data applicable to one or more of the following type of component elements: textual, verbal, visual, image, audio, musical, and animation (block **2562**).

Additional implementation features may include maintaining particular authorization data applicable to content alteration of one or more of the following: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, and same object in different settings (block **2563**). Further possible features may include providing a record of informational data with respect to pending content alterations awaiting consent from a person or group or entity having primary authorization rights (block **2566**), and providing a record of informational data with respect to approved content alterations of the composite media work (block **2567**).

Referring to FIG. **43**, another exemplary embodiment **2570** may provide a computer program product including media for encoding instructions to execute a process (block **2571**). Such a process may include providing access to informational data regarding a designated composite media work (block **2572**); facilitating identification of one or more component elements incorporated in the designated composite media work, wherein such component element includes a designated aspect that is feasible for possible alteration (block **2573**); and maintaining a record of primary authorization rights applicable to a content alteration of the component element or the designated aspect (block **2574**).

Related possible features may include providing signal-bearing storage media for encoding the instructions for executing the process (block **2576**), and providing signal-bearing communication media for encoding the instructions for executing the process (block **2577**).

Further possible process features that may be incorporated in a program product embodiment include maintaining a record of primary authorization rights for addition or deletion or modification or replacement of an alterable component element or a designated aspect which are associated with a real-world entity, or in some instances which are associated with a real-world person.

Another exemplary feature of a program product embodiment may include maintaining specified authorization data applicable to alteration of one or more of the following type of content associated with the real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, slogan, jingle, animation, animated character, copyrighted item, and personage.

A further exemplary process feature of a program product embodiment may include maintaining specified authorization data applicable to alteration of one or more of the following type of content associated with a real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business.

Additional exemplary process features of a program product embodiment may include maintaining the particular authorization data regarding alteration of one or more of the following type of content associated with a real-world person: name, face, personal characteristics, identity, residence, title, achievement, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership.

Further possible process features in a program product embodiment may include maintaining a record of primary authorization rights applicable to one or more of the following type of possible content alteration: textual, verbal, visual, image, audio, musical, and animation. Other exemplary computer program product features may include maintaining a record of primary authorization rights applicable to one or more of the following type of alterable component elements: music, setting, hero, heroine, villain, clothing, vehicle, company, animals, food, product, brand, and dialogue.

Another exemplary feature of a program product embodiment may include maintaining a record of primary authorization rights applicable to possible content alteration of one or more of the following: related set of designated aspects, related set of alterable component elements, identical objects, same object in different scenes, and same object in different settings.

Further exemplary program product features may include maintaining a record of primary authorization rights that identifies one or more of the following type of targeted cat-

egories for a derivative version of the composite media work wherein the derivative version includes capability for incorporating substituted content: geographic distribution, distribution channel, audience, recipient group, targeted device, time period, and demographic distribution.

Additional possible process features implemented in a computer program product may include maintaining informational data regarding the primary authorization rights applicable to one or more of the following type of derivative versions of the composite media work capable of incorporating substitute content: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, and specified purpose.

Another exemplary feature of a program product embodiment may include maintaining informational data regarding the primary authorization rights applicable to one or more of the following type of media content formats of the composite media work capable of incorporating substitute content: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, data compression, and streaming format.

Other exemplary computer program products may include maintaining informational data regarding primary authorization rights applicable to one or more of the following type of distribution channels for the composite media work capable of incorporating substitute content: fund-raising, non-profit, theater, airplane viewing, Internet, network, television, cable, satellite, wireless, broadcast, narrowcast, download, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, shared, streamed, concurrent, foreign language, infomercial, live, real-time, delayed, and on-demand.

Further possibilities for a program product implementation may include providing a record of primary authorization rights that includes maintaining informational data regarding one or more of the following type of primary authorization rights: contractual, proprietary, copyright, patent, trademark, exclusive, non-exclusive, license, consent, governmental, judicial, third party restriction, transfer, exchange, conditional, and jurisdictional.

It will be understood that a computer program product embodiment may further include maintaining a record of informational data regarding one or more of the following type of person or entity having primary authorization rights: creator, writer, editor, animator, producer, composer, arranger, performer, actor, distributor, agent, investor, sponsor, inventor, animator, depicted person, depicted entity, programmer, copyright owner, subscriber, membership group, and individual group member.

Additional process features for a computer program product embodiment may include implementing one or more of the following type of approval techniques for obtaining consent from a person or group or entity having primary authorization rights: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating. Another program product feature may include maintaining a record of primary authorization rights applicable to one or more of the following: particular person or character portrayed in the composite media work; particular actor of actress appearing in the composite work; particular object or item depicted in the composite media work; and a particular category of products depicted in the composite media work.

In some implementations, a program product feature may include maintaining a record of specified primary authorization rights regarding alteration of one or more of the following type of content in the composite media work: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, and credits. Another possible program product feature may further include maintaining a record that includes particular authorization data applicable to one or more of the following targeted categories for the composite media work: geographic distribution, distribution channel, audience, time period, and demographic distribution.

A further process feature of a computer program product embodiment may include maintaining an additional record of secondary authorization rights applicable to substitute content for the designated composite media work.

The exemplary embodiments shown in the schematic block diagram of FIG. **44** depict various modes of accessibility to data records for authorization rights **2600** that relate to substitute media content. Such accessibility modes are not intended to be limiting, and are provided only for purposes of illustration. For example, user **2612** may have direct accessibility to a local storage location for the data records for authorization rights **2600** via access interface **2610**. In some instances such accessibility may be password protected or otherwise restricted in order to maintain satisfactory data security.

Additional data record accessibility may be provided by computerized apparatus **2620** that includes typical server functionality including but not limited to programs **2622** for data management as well as data storage **2624**. Such data storage **2624** could also provide backup storage as well as supplemental or replacement storage for some of the data records for authorization rights **2600**. The computerized apparatus **2620** may have communication links via network **2625** (e.g., WAN, LAN, Internet, Peer-to-Peer, etc.) to many different types of access devices such as transceiver **2626**, smart terminal **2627**, mobile device **2628**, and the like. It will be understood by those skilled in the art that future network accessibility may become ubiquitous, and the network access devices shown are for purposes of illustration only.

Further data record accessibility may be provided to active user **2638** and inactive user **2639**, both of whom may operate computerized apparatus **2630**, which includes an optional communication link **2631** to network **2625** as well as a direct link to the data records for authorization rights **2600**. Additional data management functions may be provided by processor **2632**, controller **2633**, memory **2634**, applications **2636**, and management module **2637**.

The topical categories of data records for authorization rights **2600** may include an archived composite media work **2650**, related composite media work parameters **2652**, and informational data regarding ownership status of primary authorization rights **2654**. Other topical categories may include archived substitute altered content **2660**, related listing of substitute altered content **2662**, identity data for an associated real-world entity **2664**, identity data for an associated real-world person **2666**, and informational data regarding ownership status of secondary authorization rights **2668**.

Further possible topical categories may include an archived derivative version **2670**, related derivative version parameters **2672**, and informational data regarding ownership status of derivative version **2674**. Of course other pos-

sible topical categories may be included, and some data categories may not be required, depending on the circumstances.

It will be understood from the exemplary system embodiments disclosed herein that a system for media content alteration may include a listing that identifies substitute altered content to be incorporated in a derivative version of a composite media work, wherein the composite media work includes one or more component elements or designated aspects feasible for possible alteration. Such a listing may further include a record of one or more of the following types of substitute altered content to be incorporated in the derivative version: addition, deletion, modification, and replacement.

Additional possible system features that identify substitute altered content may include a further listing of the one or more of the following type of substitute altered content to be incorporated in the derivative version: related set of designated aspects, related set of alterable components, identical objects, same object in different scenes, and same object in different settings. Another exemplary system feature may include a further listing of the one or more of the following type of substitute altered content to be incorporated in the derivative version: textual, verbal, visual, image, audio, musical, live action, reenactment, simulation, and animation.

An exemplary system embodiment may further include a data record regarding ownership status of secondary authorization rights applicable to the substitute altered content. Such a system data record may also include ownership status information applicable to a derivative version that has incorporated the substitute altered content. Additional possible system data records may include secondary authorization rights applicable to one or more of the following targeted categories for the derivative version: geographic distribution, distribution channel, audience, MPAA rating, ESRB rating, proprietary rating, government rating, time period, and demographic distribution.

As rating systems become more widespread in various countries of the world, it will be understood that some traditional rating systems may be revised and in some instances adapted for new media categories. Also new rating systems may be developed and accepted by various media content entities. The current rating standards developed by MPAA (Motion Picture Association of America) are therefore included by way of example only (e.g., G, PG, PG-13, R, NC-17) and may be modified in the future. Similarly the current rating standards developed by ESRB (Entertainment Software Rating Board) are also included by way of example only (e.g., Early Childhood, Everyone, Everyone 10+, Teen, Mature, Adults Only) and may modified in the future. Similarly so-called proprietary and government rating systems are included by way of example only and are not intended to be limiting.

Similarly, new/revised distribution channels as well as new/revised media formats may be developed in the future, and the indicated distribution channels and media formats are included by way of example only and are not intended to be limiting.

Further system data records may include secondary authorization rights regarding one or more of the following type of substitute altered content associated with a real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, MPAA rating, ESRB rating, proprietary rating, government rating, slogan, jingle, animation, animated character, copyrighted item, and personage.

Other possible system data record information may include secondary authorization rights regarding one or more of the following type of substitute altered content associated with a real-world person: name, face, personal characteristics, identity, residence, title, achievement, occupation, career, role, activity, hobby, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership.

In some instances an exemplary system data record may include informational data regarding a specified derivative version of the composite media work, wherein the specified derivative version already includes the substitute altered content. Other possible system data records may include informational data to identify a specified derivative version having capability to incorporate future substitute content in addition to the substitute altered content. Another possible system embodiment component may include a management module to coordinate compliance with the secondary authorization rights.

It will be further understood from the exemplary system features disclosed herein that some embodiments may provide computerized apparatus operably coupled to some of the various types of data records and informational listings. User access to such data record and informational listings may be provided via an access interface to the computerized apparatus.

Referring to an exemplary process embodiment **2700** in FIG. **45**, an implementation may provide a content substitution method for media works (block **2701**), including confirming that a composite media work includes one or more identifiable component elements having a designated aspect that is feasible for possible alteration (block **2702**), and specifying substitute altered content for possible incorporation in a derivative version of the composite media work (block **2703**). Other exemplary features may include specifying substitute altered content that includes a substituted component element or a substituted designated aspect to be included as a content alteration in the composite media work (block **2704**), and determining an ownership status of the substitute altered content (block **2705**).

Additional detailed embodiment implementations **2710** illustrated in FIG. **46** include previously described process features **2701**, **2702**, **2703**, **2704**, **2405** in combination with determining an ownership status of primary authorization rights applicable to the composite media work (block **2712**), and specifying substitute altered content that includes one or more of the following types of content alteration to be included in the composite media work: addition, deletion, modification, and replacement (block **2714**).

Another possible process feature may include implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world entity, in response to a relevant communication from the real-world entity (block **2716**). Further possible enhancements may include implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, status change, defective right, relinquished right, faulty claim, non-renewal of prerogative, and expired authorization (block **2718**).

Referring to illustrated embodiments **2720** in FIG. **47**, previously described process features **2702**, **2703**, **2704** may

be combined with maintaining a record of secondary authorization rights applicable to such substitute altered content that has been incorporated in the derivative version of the composite media work (block **2722**). A related exemplary feature may include maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in one or more of the following type of derivative versions of the composite media work: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, and specified purpose (block **2724**).

Additional process features may include maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in one or more of the following type of media content formats of the composite media work: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, upgraded, downgraded, future format standard, video snippet, digitized vignette, data compression, and data decompression (block **2726**).

Further possible implementations may include maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in a derivative version to be distributed via one or more of the following type of distribution arrangements: fund-raising, non-profit, theater, airplane viewing, commercial television, public television, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, foreign language, infomercial, live, real-time, delayed, and on-demand (block **2728**).

The various exemplary embodiments **2730** disclosed in FIG. **48** include previously described process features **2702**, **2703**, **2704**, **2722** along with maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in a derivative version to be distributed via one or more of the following type of distribution channels: Internet, network, cable, satellite, wireless, broadcast, narrowcast, download, upload, shared, concurrent, streaming audio, streaming video, packet switching, and storage media delivery (block **2732**).

Another possible enhancement may include maintaining informational data regarding one or more of the following type of secondary authorization rights: contractual, proprietary, copyright, patent, trademark, exclusive, non-exclusive, license, consent, governmental, judicial, third party restriction, transfer, exchange, conditional, public domain, and jurisdictional (block **2733**).

Further exemplary features may include maintaining informational data regarding one or more of the following type of person or entity having secondary authorization rights: creator, writer, editor, animator, producer, composer, arranger, performer, actor, distributor, agent, investor, sponsor, inventor, animator, depicted person, depicted entity, programmer, copyright owner, subscriber, membership group, and individual group member (block **2734**).

The flow chart of FIG. **48** further depicts additional process features including maintaining secondary authorization rights data applicable to substitute altered content that includes one or more substituted component elements or substituted designated aspects associated with a real-world entity (block **2736**), and maintaining secondary authorization rights data applicable to substitute altered content that includes one or more of the following types of content alteration: addition, deletion, modification, and replacement (block **2738**).

The detailed embodiments **2740** illustrated in FIG. **49** include previously described process features **2702**, **2703**, **2704**, **2722**, **2736** as well as maintaining specified secondary authorization rights data applicable to one or more of the following type of substitute altered content associated with the real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, MPAA rating, ESRB rating, proprietary rating, government rating, slogan, jingle, animation, animated character, copyrighted item, and personage (block **2742**).

Further possible enhancements may include maintaining specified secondary authorization rights data applicable to one or more of the following portions of substitute altered content associated with the real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, obscured attribute, highlighted attribute, and avatar (block **2744**), and maintaining specified secondary authorization rights data applicable to one or more of the following portions of substitute altered content associated with the real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business (block **2746**).

The exemplary embodiments **2750** disclosed in FIG. **50** include previously described process features **2702**, **2703**, **2704**, **2722**, in combination with maintaining secondary authorization rights data applicable to substitute altered content that includes one or more substituted component elements or substituted designated aspects associated with a real-world person (block **2752**). Another possible implementation feature may include maintaining secondary authorization rights data applicable to substitute altered content that includes one or more of the following types of content alteration: addition, deletion, modification, and replacement (block **2754**).

Further possibilities may include maintaining particular secondary authorization rights data regarding one or more of the following type of substitute altered content associated with the real-world person: name, face, personal characteristics, identity, residence, title, achievement, occupation, career, role, activity, hobby, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership (block **2756**).

The exemplary embodiments **2760** disclosed in FIG. **51** include previously described process features **2701**, **2702**, **2703**, **2704**, **2705** as well as implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world person having one or more of the following characteristics: deceased, retired, disappeared, not locatable, and status change (block **2762**). Additional implementation enhancements may include implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world person, in response to a relevant communication from the real-world person (block **2764**).

Other exemplary features disclosed in FIG. **51** include identifying a person or group or entity having an ownership right respecting substitute altered content to be incorporated in the derivative version of the composite work (block **2766**),

and providing one or more of the following type of approval techniques for obtaining consent from a person or group or entity having secondary authorization rights respecting the substitute altered content incorporated in the derivative version of the composite work: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating (block **2768**).

The flow chart of FIG. **52** illustrates further exemplary embodiments **2770** that include previously described possibilities **2702**, **2703**, **2704**, **2722** along with maintaining secondary authorization rights data regarding substitute altered content for one or more of the following specified portions of the composite work: frame, scene, setting, building, house, office, store, room, vehicle, car, boat, train, plane, street, town, and country (block **2772**).

Another possible implementation may include maintaining secondary authorization rights data regarding substitute altered content for one or more of the following specified portions of the composite work: landscape, vegetation, packaging, labeling, arrangement, item display, items depicted, signage, informational sign, directional sign, seasonal setting, temporal setting, light intensity, directional lighting, shadow, character statement, compass orientation, foreground, and background (block **2773**).

The flow chart of FIG. **52** also illustrates other exemplary possibilities including maintaining informational data regarding specified secondary authorization rights applicable to a particular portrayal or appearance or depiction in the substitute altered content (block **2774**). For example, such informational data may be applicable to a portrayal of a particular person or character (block **2776**), an appearance by a particular actor or actress (block **2777**), a depiction of a particular object or item (block **2778**), and a depiction of a particular category of products (block **2779**).

The detailed exemplary features **2780** illustrated in the flow chart of FIG. **53** include previously described features **2702**, **2703**, **2704**, **2722** in combination with maintaining the record of specified secondary authorization rights regarding substitute altered content included in one or more of the following portions of the derivative version of the composite media work: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, distributor, creative credit, production credit, funding credit, and sponsorship (block **2782**).

Other possible implementation enhancements may include maintaining particular secondary authorization rights data applicable to substitute altered content incorporated in one or more of the following targeted categories of derivative versions of the composite media work: geographic distribution, distribution channel, audience, MPAA rating, ESRB rating, proprietary rating, government rating, time period, and demographic distribution (block **2784**). In some instances an exemplary embodiment may further include maintaining particular secondary authorization rights data applicable to one or more of the following type of substitute altered content: textual, verbal, visual, image, audio, musical, live action, reenactment, simulation, and animation (block **2786**).

As shown in the illustrated embodiments **2790** of FIG. **54**, exemplary possible features may include those previously described **2701**, **2702**, **2703**, **2704**, **2705** as well as specifying substitute altered content that includes one or more of the following: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, and same object in different settings (block **2792**).

In some instances various enhancements relating to records may be provided, including providing a record of informational data with respect to pending substitute altered content awaiting consent from a person or group or entity having primary authorization rights applicable to the composite media work (block **2794**), and providing a record of informational data with respect to substitute altered content approved for incorporation in a derivative version of the composite media work (block **2796**).

The flow chart diagram of FIG. **55** illustrates an exemplary embodiment **2800** for a computer program product, including signal-bearing media having one or more computer programs with instructions for executing a process (block **2801**). Such a process may include providing access to informational data regarding a composite media work having one or more identifiable component elements or designated aspects feasible for possible alteration (block **2802**), identifying substitute altered content that includes a substituted component element or a substituted designated aspect to be incorporated in a derivative version of the composite media work (block **2803**), and maintaining a record of secondary authorization rights applicable to the substitute altered content (block **2804**).

Additional possible features may include signal-bearing storage media for encoding the instructions for executing the process (block **2806**), and in some instances may include signal-bearing communication media for encoding the instructions for executing the process (block **2808**).

Some computer program product implementations regarding substitute altered content may include various combinations of process features in order to achieve the desired benefits. For example, a program process may include maintaining a record of secondary authorization rights applicable to substitute altered content that includes one or more of the following types of content alteration: addition, deletion, modification, and replacement.

Further program product embodiments may identify substitute altered content associated with a real-world entity, and may further maintain specified secondary authorization data applicable to one or more of the following type of substitute altered content associated with the real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, MPAA rating, ESRB rating, proprietary rating, government rating, slogan, jingle, animation, animated character, copyrighted item, and personage.

Other program product embodiments may maintain specified secondary authorization data applicable to one or more of the following portions of substitute altered content associated with the real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, obscured attribute, highlighted attribute, and avatar. Additional possible program product features may include implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, status change, defective right, relinquished right, faulty claim, non-renewal of prerogative, and expired authorization.

In some instances, a program product feature may maintain specified secondary authorization data applicable to one or more of the following portions of substitute altered content associated with the real-world entity: product, service, inven-

tion, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business.

Further program product possibilities may include identifying substitute altered content associated with a real-world person. For example, a program product embodiment may in some instances maintain particular authorization data applicable to one or more of the following type of substitute altered content associated with a real-world person: name, face, personal characteristics, identity, residence, title, achievement, occupation, career, role, activity, hobby, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership.

Other possible program product features regarding substitute altered content may include implementing content alteration of one or more identifiable component elements or designated aspects that were associated with a known real-world person having one or more of the following characteristics: deceased, retired, disappeared, not locatable, and status changed. Another program product embodiment feature may maintain a record of secondary authorization rights applicable to substitute altered content incorporated in one or more of the following portions of a derivative version of the composite media work: textual, verbal, visual, image, audio, musical, live action, reenactment, simulation, and animation.

Some program product embodiments may maintain a record of secondary authorization rights applicable to substitute altered content incorporated in one or more of the following portions of a derivative version of the composite media work: music, setting, hero, heroine, villain, clothing, vehicle, company, animals, food, product, brand, and dialogue. In some instances a further program product feature may include maintaining a record of secondary authorization rights applicable to one or more of the following type of substitute altered content: related set of designated aspects, related set of component elements, identical objects, same object in different scenes, and same object in different settings.

A further possible program product enhancement may include maintaining a record of secondary authorization rights applicable to substitute altered content incorporated in one or more of the following targeted categories of derivative versions of the composite media work: geographic distribution, distribution channel, audience, recipient group, targeted device, time period, and demographic distribution. Other program product possibilities may include maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in one or more of the following type of derivative versions of the composite media work: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, and specified purpose.

Additional exemplary program product embodiments may maintain informational data regarding the secondary authorization rights applicable to substitute altered content incorporated in one or more of the following type of media content formats of the composite media work: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, upgraded, downgraded, future format standard, video snippet, digitized vignette, data compression, and data decompression.

Some program product implementations may maintain informational data regarding secondary authorization rights applicable to substitute altered content incorporated in a derivative version for one or more of the following type of distribution arrangements: fund-raising, non-profit, theater, airplane viewing, commercial television, public television, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, foreign language, infomercial, live, real-time, delayed, and on-demand.

Further possibilities for program product features may include maintaining informational data regarding secondary authorization rights applicable to substitute altered content incorporated in a derivative version for one or more of the following type of distribution channels: Internet, network, cable, satellite, wireless, broadcast, narrowcast, download, upload, shared, concurrent, streaming audio, streaming video, packet switching, and storage media delivery. Other possible program product embodiments may maintain informational data regarding one or more of the following type of secondary authorization rights: contractual, proprietary, copyright, patent, trademark, exclusive, non-exclusive, license, consent, governmental, judicial, third party restriction, transfer, exchange, conditional, public domain, and jurisdictional.

Some implementations for program product embodiments may include maintaining informational data regarding one or more of the following type of person or entity having secondary authorization rights: creator, writer, editor, animator, producer, composer, arranger, performer, actor, distributor, agent, investor, sponsor, inventor, animator, depicted person, depicted entity, programmer, copyright owner, subscriber, membership group, and individual group member.

A further example of program product features may include implementing one or more of the following type of approval techniques for obtaining consent from a person or group or entity having secondary authorization rights: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating. Other examples of program product features may include maintaining a record of secondary authorization rights applicable to one or more of the following: particular person or character portrayed in the substitute altered content; particular actor of actress appearing in the substitute altered content; particular object or item depicted in the substitute altered content; and particular category of products depicted in the substitute altered content;

Additional exemplary embodiments of program products may maintain a record of specified secondary authorization rights regarding substitute altered content incorporated in one or more of the following portions of a derivative version of the composite media work: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, and credits. Further program product possibilities may include maintaining particular secondary authorization data applicable to substitute altered content incorporated in one or more of the following targeted categories of derivative versions of the composite media work: geographic distribution, distribution channel, audience, MPAA rating, ESRB rating, proprietary rating, government rating, time period, and demographic distribution.

Referring to the schematic block diagram of FIG. **56**, an exemplary system embodiment includes capture module **2820** capable of obtaining previously captured content **2822** or newly captured content **2824** or in some instances combi-

nations thereof in order to create appropriate substitute altered content **2826** for possible incorporation in a derivative version of a composite media work. The capture module may be operably coupled to computerized apparatus **2830** for further processing of the substitute altered content **2826**.

As shown in the exemplary embodiment features of FIG. **56**, the computerized apparatus **2840** is operably coupled to exemplary data records **2840** that include various informational data that may be helpful in connection with implementing an addition or deletion or modification or replacement of existing content in the composite media work. For example, informational data regarding composite media work parameters **2841** may identify content portions of the composite media work that are feasible for alteration including one or more alterable aspects **2842**, one or more alterable elements **2843**, as well as one or more alterable group sets **2844**.

Additional archive records **2845** may include a media works library **2846** for various original media works as well as a collection of one or more derivative versions **2848**. Related data records may include alteration criteria **2850**, primary authorization rights **2852**, and secondary authorization rights **2854**, all of which individually and collectively provide modification guidelines for the media works library **2846** and for derivative versions **2848**.

As further shown in FIG. **56**, an exemplary management module **2860** is operably coupled to the computer apparatus **2830** and is configured for access to the data records **2840** and to coordinate compliance with the alteration criteria **2850** and with applicable primary authorization rights **2852** and secondary authorization rights **2854**.

The exemplary computer apparatus **2830** includes an editor module **2832** to incorporate the substitute altered content **2826** in a derivative version of the composite media work. A schematic diagram portion of FIG. **56** depicts a possible function of the editor module **2832** wherein an existing image frame **2870** in a composite media work has been transformed to a corresponding altered image frame **2880** in a derivative version. Of course various different types of content substitution that may be accomplished in accordance with the alteration techniques disclosed herein, and the examples depicted in FIG. **56** are for illustration only and are not intended to be limiting.

The symbolic representations in existing image frame **2870** include a character component Ella **2872**, background elements **2873**, foreground elements **2874**, a product **2876**, and a close-up view of a vehicle **2877** with a logo aspect **2878**. In accordance with applicable modification guidelines (e.g., alteration criteria **2850**, primary authorization rights **2852**, secondary authorization rights **2854**, etc.), the background elements **2873** and the character component Ella **2872** are not feasible for alteration, and therefore are shown to be unchanged in the altered image frame **2880**.

However various system components including computerized apparatus **2830** with editor module **2832** have implemented alteration of other elements and aspects in the altered image frame **2880** of the derivative version. For example, logo aspect **2878** has been deleted, and the close-up view of vehicle **2877** has been replaced with a medium-distance view of two such vehicles **2877***a*. A new character component Eric **2871** has been added, and a new product **2886** has also been added.

Other alterations shown include a modified product **2876***a* having a different position or appearance (e.g., portions obscured, textual aspect changed, etc.) in altered image frame **2880**. Another alteration shown includes a depiction of modified foreground elements **2884** with a somewhat different appearance as compared to the original foreground elements **2874**.

Some system data record embodiment features may include different types of informational data, depending on the circumstances. For example, some implementations may provide a listing of at least one designated aspect of the one or more component elements of a composite media work, which aspect is feasible for alteration. Other implementations may include informational data regarding applicable alteration criteria that identifies one or more alteration limitations applicable to the substitute altered content incorporated in a derivative version of the composite media work.

Additional possible system data records for content alteration may include applicable alteration criteria regarding a media format limitation for the derivative version that incorporates the substitute altered content. Related date records may include applicable alteration criteria regarding a limitation allowing or precluding one or more of the following media formats: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, upgraded, downgraded, future format standard, video snippet, digitized vignette, data compression, and data decompression.

Further data record feature enhancements for content alteration may provide informational data regarding applicable alteration criteria that includes one or more distribution channel limitations for the derivative version that incorporates the substitute altered content. Related data record features may include applicable alteration criteria regarding a limitation allowing or precluding one or more of the following distribution channels: Internet, network, cable, satellite, wireless, broadcast, narrowcast, download, upload, shared, concurrent, streaming audio, streaming video, packet switching, and storage media delivery.

Additional exemplary system data records may include informational data that identifies an entity and/or a person associated with substituted content incorporated in the derivative version of the composite media work.

It will be understood that various other system embodiments may be implemented in accordance with the content substitution techniques disclosed herein. For example, an editor module may configured to incorporate in a derivative version one or more of the following categories of substitute altered content: related set of designated aspects, related set of alterable components, identical objects, same object in different scenes, and same object in different settings. As a further example, an editor module may be configured to incorporated substitute altered content in a derivative version targeted for one or more of the following: geographic area, demographic category, ethnic group, restricted audience, specified devices, group membership, subscriber, distribution channel, distribution time period, and media provider.

Additional possible system embodiments may include an editor module configured to incorporated substitute altered content in the derivative version targeted for one or more of the following distribution channels: Internet, network, cable, satellite, wireless, broadcast, narrowcast, download, upload, shared, concurrent, streaming audio, streaming video, packet switching, and storage media delivery.

Some system embodiments may include a capture module capable of obtaining one or more of the following type of substitute altered content: textual, verbal, visual, image, audio, musical, live action, reenactment, simulation, and animation. Other exemplary capture modules may have capability to obtain substitute altered content having one or more of the following type of designated aspects associated with a

real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, MPAA rating, ESRB rating, proprietary rating, government rating, slogan, jingle, animation, animated character, copyrighted item, and personage.

Additional exemplary system embodiments may provide a capture module capable of obtaining substitute altered content having one or more of the following type of designated aspects associated with a real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, obscured attribute, highlighted attribute, and avatar. Further exemplary capture module capabilities may include obtaining substitute altered content having one or more of the following type of designated aspects associated with a real-world person: name, face, personal characteristics, identity, residence, title, achievement, occupation, career, role, activity, hobby, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership.

Further possible system embodiment features may include a management module operably coupled to computer apparatus and configured to coordinate compliance with applicable alteration criteria as well as compliance with certain primary authorization rights regarding the composite media work.

The high level flow chart of FIG. **57** illustrates an exemplary process embodiment **2900** that provides an implementation method for content alteration in a media work (block **2901**), including identifying a composite media work having one or more component elements feasible for alteration (block **2902**), and obtaining specified substitute altered content for possible incorporation in a derivative version of the composite media work (block **2903**). Additional possible features may include obtaining specified substitute altered content that is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work (block **2904**), and implementing incorporation of the substitute altered content in the derivative version (block **2905**).

Referring to detailed exemplary embodiment features **2910** shown in FIG. **58**, a possible implementation may include previously described process features **2902**, **2903**, **2904**, **2905**, and may further include concurring with a determination that the specified substitute altered content is in compliance with applicable alteration criteria regarding one or more of the following type of alteration of the one or more component elements: addition, deletion, modification, and replacement (block **2911**). A possible related feature may include utilizing one or more of the following type of approval techniques to make a determination that the specified substitute altered content is in compliance with the applicable alteration criteria: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating (block **2912**).

Additional disclosed possibilities may include concurring with a determination that the specified substitute altered content is in compliance with one or more of the following type of pre-approved alteration parameters: substitute component element, substitute designated aspect, substitution process, alternate media format, and alternate distribution channel (block **2914**). In some instances a further possible enhancement may include concurring with a determination that the specified substitute altered content is in compliance with alteration limitations that include forbidding or restricting alteration of one or more of following type of component elements: plot, story, animation, text, narration, dialog, color, actor, character, clothing, product, sound, music, musical lyrics, product, object, item, title, distributor, creative credit, production credit, funding credit, and sponsorship (block **2916**).

Additional possible embodiments **2920** are depicted in FIG. **59**, including previously described process features **2902**, **2903**, **2904**, **2905** as well as further enhancements that may include concurring with a determination that the specified substitute altered content is in compliance with alteration limitations forbidding or restricting a substitute component element that includes one or more of following: profanity, violence, murder, death, disfigurement, sexual behavior, nudity, ethnic slur, criminal activity, drug usage, illegal symbol, proprietary material, discriminatory depiction, defamation, slander, disparagement, dissenting material, specified behavior, specified object, specified item, specified depiction, and specified symbol (block **2922**).

Other possibilities may include making a determination that specified substitute altered content is in compliance with one or more of the following types of applicable alteration criteria: automatic, contingent, negotiable, tentative, recommended, required, and compensation (block **2924**). Further exemplary features may include concurring with a determination that the specified substitute altered content is in compliance with the certain primary authorization rights regarding the one or more component elements feasible for alteration (block **2926**).

The flow chart of FIG. **59** also illustrates a further possible enhancement including utilizing one or more of the following type of approval techniques to make a determination that the specified substitute altered content is in compliance with certain primary authorization rights: programmed, pre-authorization, delegated agent, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, and aggregate content rating (block **2928**).

The various exemplary embodiment features **2930** shown in FIG. **60** include previously described features **2902**, **2903**, **2904**, **2905** in combination with identifying a composite media work wherein the one or more component elements include a designated aspect feasible for alteration (block **2932**). Further possibilities may include implementing one or more of the following types of content alteration of the designated aspect feasible for alteration: addition, deletion, modification, and replacement (block **2934**).

Additional enhancements may include implementing incorporation of the substitute altered content based on a determination that the designated aspect feasible for alteration was previously associated with a stated real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, status change, defective right, relinquished right, faulty claim, non-renewal of prerogative, and expired authorization (block **2936**).

As further shown in FIG. **60**, in some instances a process embodiment may include implementing incorporation of the substitute altered content based on a determination that the designated aspect feasible for alteration is associated with a stated real-world person who has died or retired or otherwise changed status (block **2937**). Other related possible features

may include implementing incorporation of the substitute altered content in response to a relevant communication received from a stated real-world entity or from a stated real-world person that were previously associated with the designated aspect feasible for alteration (block **2938**).

Referring to the detailed flow chart of FIG. **61**, additional embodiment features **2940** depicted include previously described process possibilities **2902**, **2903**, **2904**, **2905** in combination with obtaining substitute altered content for incorporation in one or more of the following type of derivative versions: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, freeze frame, sequential still, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, and specified purpose (block **2942**).

Additional possible process implementation features may include obtaining substitute altered content for incorporation in a derivative version having one or more of the following type of media formats: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, upgraded, downgraded, future format standard, video snippet, digitized vignette, data compression, and data decompression (block **2944**). Other exemplary possibilities may include obtaining substitute altered content for incorporation in a derivative version targeted for one or more of the following type of distribution arrangements: fund-raising, non-profit, theater, airplane viewing, commercial television, public television, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, foreign language, infomercial, live, real-time, delayed, and on-demand (block **2946**).

Further process enhancements may include obtaining substitute altered content for incorporation in a derivative version to be distributed via one or more of the following type of distribution channels: Internet, network, cable, satellite, wireless, broadcast, narrowcast, download, upload, shared, concurrent, streaming audio, streaming video, packet switching, and storage media delivery (block **2948**).

The detailed flow chart of FIG. **62** shows additional exemplary features **2950** that may be included in a process embodiment, including previously described operations **2902**, **2903**, **2904**, **2905** along with obtaining substitute altered content for incorporation in a derivative version targeted for one or more of the following: geographic area, demographic category, ethnic group, restricted audience, specified devices, group membership, subscriber, distribution channel, distribution time period, and media provider (block **2951**).

Additional process enhancements may include obtaining substitute altered content having one or more designated aspects associated with a real-world entity (block **2952**). A related enhancement may further include obtaining substitute altered content having one or more of the following type of designated aspects associated with the real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, MPAA rating, ESRB rating, proprietary rating, government rating, slogan, jingle, animation, animated character, copyrighted item, and personage (block **2953**).

Other process possibilities may include obtaining substitute altered content having one or more of the following type of designated aspects associated with the real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, obscured attribute, highlighted attribute, and avatar (block **2954**). Additional possible process features may include obtaining substitute altered content having one or more of the following type of designated aspects associated with the real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business (block **2956**).

Referring to the exemplary embodiments **2960** depicted in FIG. **63**, some process implementations may include previously described features **2902**, **2903**, **2904**, **2905** in combination with obtaining substitute altered content having one or more designated aspects that are associated with a real-world person (block **2961**). Further related enhancement possibilities may include obtaining substitute altered content having one or more of the following type of designated aspects associated with the real-world person: name, face, personal characteristics, identity, residence, title, achievement, occupation, career, role, activity, hobby, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership (block **2962**).

Other exemplary process features may include identifying a composite work having one or more of the following specified portions feasible for alteration: frame, scene, setting, building, house, office, store, room, vehicle, car, boat, train, plane, street, town, and country (block **2964**), and identifying a composite work having one or more of the following specified portions feasible for alteration: landscape, vegetation, packaging, labeling, arrangement, item display, items depicted, signage, informational sign, directional sign, seasonal setting, temporal setting, light intensity, directional lighting, shadow, character statement, compass orientation, foreground, and background (block **2966**).

Referring to the flow chart of FIG. **64**, additional exemplary embodiment features **2970** may include previously described process operations **2902**, **2903**, **2904**, **2905** as well as other features relating to various types of substitute altered content. For example, some implementations may include obtaining one or more of the following type of substitute altered content: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, and same object in different settings (block **2971**). Other possible implementations may include obtaining one or more of the following type of substitute altered content: textual, verbal, audio, musical, visual, image, live action, reenactment, simulation, and animation (block **2972**). Additional possible enhancements may include obtaining substitute altered content for one or more of the following type of component elements feasible for alteration: music, setting, hero, heroine, villain, clothing, vehicle, company, animal, food, product, brand, and dialogue (block **2973**).

The high level flow chart of FIG. **65** illustrates a further exemplary process **2980** providing an alteration method for incorporating substitute content in media works (block **2981**). Other exemplary features may include obtaining substitute altered content deemed to be in compliance with applicable modification guidelines regarding one or more component elements of a composite media work, wherein the one or more component elements are feasible for alteration (block **2982**). Further possibilities may include editing the compos-

ite media work by incorporating the substitute altered content in a derivative version of the composite media work (block **2983**).

Additional possible process features **2985** shown in FIG. **66** may include previously described operations **2981**, **2982**, **2983** along with further enhancements related to applicable modification guidelines for a composite media work. For example, some embodiments may include obtaining previously captured substitute content that is deemed to be in compliance with the applicable modification guidelines (block **2986**), and obtaining one or more of the following types of previously captured substitute content: textual, visual, image, audio, musical, live action, reenactment, simulation, and animation (block **2987**).

Other possible embodiment features may include obtaining newly captured substitute content that is deemed to be in compliance with the applicable modification guidelines (block **2988**), and obtaining one or more of the following types of newly captured substitute content: textual, visual, image, audio, musical, live action, reenactment, simulation, and animation (block **2989**).

As further illustrated in FIG. **66**, additional possible enhancements may include identifying an existing composite media work having the one or more component elements feasible for alteration (block **2974**), creating a newly captured composite media work having the one or more component elements feasible for alteration (block **2976**), and making a determination that the specified substitute altered content is in compliance with one or more of the following types of applicable modification guidelines: automatic, contingent, negotiable, tentative, recommended, required, and compensation (block **2978**).

The embodiment **2990** illustrated in FIG. **67** provides a computer program product including one or more computer programs with instructions encoded on signal-bearing media to execute a process (block **2991**). Such a process may include identifying a composite media work having one or more component elements feasible for alteration (block **2992**), obtaining access to substitute altered content suitable for an addition or deletion or modification or replacement of existing content in a component element (block **2993**), confirming that the substitute altered content is deemed to be in compliance with applicable alteration criteria and/or with certain primary authorization rights regarding the composite media work (block **2994**), and implementing incorporation of the substitute altered content in a derivative version of the composite media work (block **2995**).

Further possible features may include signal-bearing storage media for encoding the instructions to execute the process (block **2996**), and signal-bearing communication media for encoding the instructions to execute the process (block **2998**).

It will be understood that computer program product embodiments that implement content alteration have many operational possibilities. For example, some program embodiments may implement incorporation of the substitute altered content in a derivative version targeted for one or more of the following: geographic area, demographic category, ethnic group, restricted audience, specified devices, group membership, subscriber, distribution channel, distribution time period, and media provider.

Additional program product embodiments may confirm compliance regarding one or more of the following type of limitations for the derivative version incorporating the substitute altered content: distribution, media format, pre-approved alteration parameter, objectionable alteration, restricted alteration, and forbidden alteration. Further possible program product features may include implementing incorporation in a derivative version of one or more of the following type of substitute altered content: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, and same object in different settings.

Other exemplary program product embodiments may implement in a derivative version the incorporation of one or more of the following type of substitute altered content: textual, verbal, visual, image, audio, musical, live action, reenactment, simulation, and animation. Other possible program product features may include implementing incorporation of one or more of the following type of substitute altered content: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, MPAA rating, ESRB rating, proprietary rating, government rating, slogan, jingle, animation; animated character, copyrighted item, and personage.

Further possibilities for program product features include implementing in a derivative version the incorporation of one or more of the following portion of substitute altered content associated with a real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, musical work, composition, publication, document, event, exhibit, performance, person, animal, mascot, character, obscured attribute, highlighted attribute, and avatar. Other program product embodiments may include implementing in a derivative version the incorporation of one or more of the following portion of substitute altered content associated with a real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, and business.

Additional content substitution possibilities for program product embodiments may include implementing in a derivative version the incorporation of one or more of the following type of substitute altered content associated with a real-world person: name, face, personal characteristics, identity, residence, title, achievement, occupation, career, role, activity, hobby, rank, medal, badge, award, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, accessory, jewelry, piercing, avatar, setting, item possession, and property ownership.

In some instances a computer program product embodiment may provide for maintenance of beneficial data records regarding implementation of media content substitution in a derivative version. Possible exemplary features may include maintaining a record of a real-world entity and/or a real-world person associated with substitute altered content that is incorporated in the derivative version of the composite media work. In other instances a program product embodiment may include maintenance of a record of criteria applicable to one or more of the following type of alterable component elements incorporated in a derivative version: music, setting, hero, heroine, villain, clothing, vehicle, company, animals, food, product, brand, and dialogue.

Other implementations of beneficial records regarding implementation of content substitution may include maintenance of a record of criteria that includes forbidding or restricting a substitute component element that includes one or more of following: profanity, violence, murder, death, disfigurement, sexual behavior, nudity, ethnic slur, criminal activity, drug usage, illegal symbol, proprietary material, discriminatory depiction, defamation, slander, disparagement,

dissenting material, specified behavior, specified object, specified item, specified depiction, and specified symbol.

The exemplary system, apparatus, and computer program product embodiments disclosed herein including FIGS. **1-2**, FIGS. **12-13**, FIGS. **16-26**, FIGS. **34-35**, FIGS. **43-44**, FIGS. **55-56** and FIG. **67** along with other components, devices, know-how, skill and techniques known in the art have the capability of implementing and practicing the methods and processes shown in FIGS. **3-11**, FIGS. **14-15**, FIGS. **27-33**, FIGS. **36-42**, FIGS. **45-54** and FIGS. **57-66**. However it is to be further understood by those skilled in the art that other systems, apparatus and technology may be used to implement and practice such methods and processes.

As disclosed herein, an exemplary classification method and system for possible content alteration of a media work may include criteria regarding content that is feasible for alteration. Such criteria may be maintained in records that are accessible to an interested party. Some embodiments may include a record of primary authorization rights applicable to a possible content alteration. A further embodiment feature may include a record of secondary authorization rights applicable to substitute altered content incorporated in a derivative version. Some embodiment implementations may include a derivative version of the media work wherein substitute content, such as an alterable component element having one or more designated aspects, is associated with a real-world entity or person. Various techniques may be used to incorporate substitute altered content in a derivative version of the media work in accordance with applicable substitution guidelines.

Those having skill in the art will recognize that the state of the art has progressed to the point where there is little distinction left between hardware and software implementations of aspects of systems; the use of hardware or software is generally (but not always, in that in certain contexts the choice between hardware and software can become significant) a design choice representing cost vs. efficiency tradeoffs. Those having skill in the art will appreciate that there are various vehicles by which processes and/or systems and/or other technologies described herein can be effected (e.g., hardware, software, and/or firmware), and that the preferred vehicle will vary with the context in which the processes and/or systems and/or other technologies are deployed. For example, if an implementer determines that speed and accuracy are paramount, the implementer may opt for a mainly hardware and/or firmware vehicle; alternatively, if flexibility is paramount, the implementer may opt for a mainly software implementation; or, yet again alternatively, the implementer may opt for some combination of hardware, software, and/or firmware. Hence, there are several possible vehicles by which the processes and/or devices and/or other technologies described herein may be effected, none of which is inherently superior to the other in that any vehicle to be utilized is a choice dependent upon the context in which the vehicle will be deployed and the specific concerns (e.g., speed, flexibility, or predictability) of the implementer, any of which may vary. Those skilled in the art will recognize that optical aspects of implementations will typically employ optically-oriented hardware, software, and or firmware.

The foregoing detailed description has set forth various embodiments of the devices and/or processes via the use of block diagrams, flowcharts, and/or examples. Insofar as such block diagrams, flowcharts, and/or examples contain one or more functions and/or operations, it will be understood by those within the art that each function and/or operation within such block diagrams, flowcharts, or examples can be implemented, individually and/or collectively, by a wide range of hardware, software, firmware, or virtually any combination thereof. In one embodiment, several portions of the subject matter described herein may be implemented via Application Specific Integrated Circuits (ASICs), Field Programmable Gate Arrays (FPGAs), digital signal processors (DSPs), or other integrated formats. However, those skilled in the art will recognize that some aspects of the embodiments disclosed herein, in whole or in part, can be equivalently implemented in integrated circuits, as one or more computer programs running on one or more computers (e.g., as one or more programs running on one or more computer systems), as one or more programs running on one or more processors (e.g., as one or more programs running on one or more microprocessors), as firmware, or as virtually any combination thereof, and that designing the circuitry and/or writing the code for the software and or firmware would be well within the skill of one of skill in the art in light of this disclosure. In addition, those skilled in the art will appreciate that the mechanisms of the subject matter described herein are capable of being distributed as a program product in a variety of forms, and that an illustrative embodiment of the subject matter described herein applies regardless of the particular type of signal bearing medium used to actually carry out the distribution. Examples of a signal bearing medium include, but are not limited to, the following: a recordable type medium such as a floppy disk, a hard disk drive, a Compact Disc (CD), a Digital Video Disk (DVD), a digital tape, a computer memory, etc.; and a transmission type medium such as a digital and/or an analog communication medium (e.g., a fiber optic cable, a waveguide, a wired communications link, a wireless communication link, etc.).

While particular aspects of the present subject matter described herein have been shown and described, it will be apparent to those skilled in the art that, based upon the teachings herein, changes and modifications may be made without departing from this subject matter described herein and its broader aspects and, therefore, the appended claims are to encompass within their scope all such changes and modifications as are within the true spirit and scope of this subject matter described herein. Furthermore, it is to be understood that the invention is solely defined by the appended claims. It will be understood by those within the art that, in general, terms used herein, and especially in the appended claims (e.g., bodies of the appended claims) are generally intended as "open" terms (e.g., the term "including" should be interpreted as "including but not limited to," the term "having" should be interpreted as "having at least," the term "includes" should be interpreted as "includes but is not limited to," etc.). It will be further understood by those within the art that if a specific number of an introduced claim recitation is intended, such an intent will be explicitly recited in the claim, and in the absence of such recitation no such intent is present. For example, as an aid to understanding, the following appended claims may contain usage of the introductory phrases "at least one" and "one or more" to introduce claim recitations. However, the use of such phrases should not be construed to imply that the introduction of a claim recitation by the indefinite articles "a" or "an" limits any particular claim containing such introduced claim recitation to inventions containing only one such recitation, even when the same claim includes the introductory phrases "one or more" or "at least one" and indefinite articles such as "a" or "an" (e.g., "a" and/or "an" should typically be interpreted to mean "at least one" or "one or more"); the same holds true for the use of definite articles used to introduce claim recitations. In addition, even if a specific number of an introduced claim recitation is explicitly recited, those skilled in the art will recognize that such reci-

tation should typically be interpreted to mean at least the recited number (e.g., the bare recitation of "two recitations," without other modifiers, typically means at least two recitations, or two or more recitations). Furthermore, in those instances where a convention analogous to "at least one of A, B, and C, etc." is used, in general such a construction is intended in the sense one having skill in the art would understand the convention (e.g., "a system having at least one of A, B, and C" would include but not be limited to systems that have A alone, B alone, C alone, A and B together, A and C together, B and C together, and/or A, B, and C together, etc.). In those instances where a convention analogous to "at least one of A, B, or C, etc." is used, in general such a construction is intended in the sense one having skill in the art would understand the convention (e.g., "a system having at least one of A, B, or C" would include but not be limited to systems that have A alone, B alone, C alone, A and B together, A and C together, B and C together, and/or A, B, and C together, etc.). It will be further understood by those within the art that any disjunctive word and/or phrase presenting two or more alternative terms, whether in the description, claims, or drawings, should be understood to contemplate the possibilities of including one of the terms, either of the terms, or both terms. For example, the phrase "A or B" will be understood to include the possibilities of "A" or "B" or "A and B."

As a further definition of "open" terms in the present specification and claims, it will be understood that usage of a language construction "A or B" is generally interpreted as a non-exclusive "open term" meaning: A alone, B alone, A and B together.

The herein described aspects depict different components contained within, or connected with, different other components. It is to be understood that such depicted architectures are merely exemplary, and that in fact many other architectures can be implemented which achieve the same functionality. In a conceptual sense, any arrangement of components to achieve the same functionality is effectively "associated" such that the desired functionality is achieved. Hence, any two components herein combined to achieve a particular functionality can be seen as "associated with" each other such that the desired functionality is achieved, irrespective of architectures or intermedial components. Likewise, any two components so associated can also be viewed as being "operably connected," or "operably coupled," to each other to achieve the desired functionality. Any two components capable of being so associated can also be viewed as being "operably couplable" to each other to achieve the desired functionality. Specific examples of operably couplable include but are not limited to physically mateable and/or physically interacting components and/or wirelessly interactable and/or wirelessly interacting components and/or logically interactable and/or logically interacting components.

While various aspects and embodiments have been disclosed herein, other aspects and embodiments will be apparent to those skilled in the art. The various aspects and embodiments disclosed herein are for purposes of illustration and are not intended to be limiting, with the true scope and spirit being indicated by the following claims.

The invention claimed is:

1. A system, comprising:

circuitry for identifying at least one media asset, the at least one media asset having one or more component elements feasible for alteration;

circuitry for determining one or more restricted component elements of the at least one media asset;

circuitry for determining at least one person associated with the one or more restricted component elements of the at least one media asset;

circuitry for sending at least one request for authorization to the determined at least one person, the at least one request related to the determined one or more restricted component elements of the at least one media asset;

circuitry for receiving at least one authorization related to at least one determined restricted component element of the at least one media asset;

circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset; and

circuitry for implementing, in the at least one derivative version, at least one modification of at least one determined restricted component element based at least partially on at least some obtained substitute content.

2. The system of claim **1**, further comprising:

circuitry for determining that the at least some substitute content is in compliance with at least some applicable modification guidelines that include at least alteration criteria and primary and secondary authorization rights regarding one or more types of alteration of the one or more component elements, the one or more types of alteration including at least addition, modification, or replacement.

3. The system of claim **2**, further comprising:

circuitry for utilizing one or more of the following types of approval techniques to make a determination that the at least some substitute content is in compliance with the at least some applicable modification guidelines including at least one of: programmed, pre-authorization, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, or aggregate content rating.

4. The system of claim **1**, further comprising:

circuitry for concurring with a determination that the at least some substitute content is in compliance with one or more of the following types of pre-approved alteration parameters: substitute component element, substitute designated aspect, alternate media format, or alternate distribution channel.

5. The system of claim **1**, further comprising:

circuitry for making a determination that the at least some substitute content is in compliance with one or more of the following types of applicable modification guidelines including at least primary and secondary authorization rights: automatic, contingent, negotiable, tentative, recommended, required, or compensation.

6. The system of claim **1**, further comprising:

circuitry for utilizing one or more of the following types of approval techniques to make a determination that the at least some substitute content is in compliance with certain primary and secondary authorization rights: programmed, pre-authorization, derivative version review, substitute content review, alteration review, summary characterization, substitute content rating, or aggregate content rating.

7. The system of claim **1**, wherein the circuitry for implementing, in the at least one derivative version, at least one modification of at least one determined restricted component element based at least partially on at least some substitute content comprises:

circuitry for implementing incorporation of the at least some substitute content based on at least one determination that the one or more restricted component elements were previously associated with at least one stated real-world entity having one or more of the following characteristics: lost, dissolved, bankrupt, insolvent, defunct, non-operative, disqualified, in default of obligation, defective right, relinquished right, faulty claim, non-renewal of prerogative, or expired authorization.

8. The system of claim **1**, wherein the circuitry for implementing, in the at least one derivative version, at least one modification of at least one determined restricted component element based at least partially on at least some substitute content comprises:

circuitry for implementing incorporation of the at least some substitute content based on at least one determination that the one or more restricted component elements were previously associated with at least one stated real-world person who has died or retired or otherwise changed status.

9. The system of claim **1**, wherein the circuitry for implementing, in the at least one derivative version, at least one modification of at least one determined restricted component element based at least partially on at least some substitute content comprises:

circuitry for implementing incorporation of the at least some substitute content in response to at least one relevant communication received from at least one stated real-world person that was previously associated with the one or more restricted component elements, the one or more restricted component elements including at least one of images or dialogue of the at least one stated real-world person.

10. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some specified substitute content for incorporation in one or more of the following types of derivative versions: original, derived, archived, stored, master, edited, combined, mixed, merged, integrated, dubbed, captioned, subtitled, expurgated, uncut, preview, pre-release, final, special edition, animated, translated, targeted, restricted access, promotional, sponsored, subsidized, contracted release, or specified purpose.

11. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content for incorporation in at least one derivative version having one or more of the following types of media formats: analog, digital, VHS, CD, VCD, SVCD, DVD, HD, HD DVD, Blu-ray, MPEG, MP3, reformatted, upgraded, downgraded, video snippet, digitized vignette, data compression, or data decompression.

12. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content for incorporation in at least one derivative version targeted for one or more of the following types of distribution arrangements: fund-raising, non-profit, theater, airplane viewing, commercial television, public television, pay-per-view, rental, lease, sale, domestic distribution, foreign distribution, exclusive distribution, non-exclusive distribution, foreign language, infomercial, live, real-time, delayed, or on-demand.

13. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content for incorporation in at least one derivative version to be distributed via one or more of the following types of distribution channels: Internet, network, cable, satellite, wireless, broadcast, narrowcast, download, upload, shared, concurrent, streaming audio, streaming video, packet switching, or storage media delivery.

14. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content for incorporation in at least one derivative version targeted for one or more of the following: geographic area, demographic category, ethnic group, restricted audience, group membership, or subscriber.

15. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content having one or more designated aspects associated with at least one real-world entity.

16. The system of claim **15** wherein the circuitry for obtaining at least some substitute content having one or more designated aspects associated with at least one real-world entity comprises:

circuitry for obtaining at least some substitute content having one or more of the following types of designated aspects associated with the at least one real-world entity: brand, trademark, service mark, copyrighted work, name, company name, identity, symbol, commercial symbol, icon, logotype, trade logo, trade dress, packaging, label, emblem, insignia, acronym, abbreviation, certification, slogan, jingle, animation, animated character, copyrighted item, or personage.

17. The system of claim **15** wherein the circuitry for obtaining at least some substitute content having one or more designated aspects associated with at least one real-world entity comprises:

circuitry for obtaining at least some substitute content having one or more of the following types of designated aspects associated with the at least one real-world entity: livery, color scheme, dress, fabric, jewelry, pattern, design, sculpture, artistic work, person, animal, mascot, character, obscured attribute, highlighted attribute, or avatar.

18. The system of claim 15 wherein the circuitry for obtaining at least some substitute content having one or more designated aspects associated with at least one real-world entity comprises:

circuitry for obtaining at least some substitute content having one or more of the following types of designated aspects associated with the at least one real-world entity: product, service, invention, accessory, vehicle, place, address, location, store, building, school, university, hospital, church, club, group, organization, or business.

19. The system of claim 15, wherein the circuitry for obtaining at least some substitute content having one or more designated aspects associated with at least one real-world entity comprises:

circuitry for obtaining at least some substitute content having one or more of the following types of designated aspects associated with the at least one real-world entity: MPAA rating, ESRB rating, proprietary rating, or government rating.

20. The system of claim 15, wherein the circuitry for obtaining at least some substitute content having one or more designated aspects associated with at least one real-world entity comprises:

circuitry for obtaining at least some substitute content having one or more of the following types of designated aspects associated with the at least one real-world entity: musical work, composition, publication, document, event, exhibit, or performance.

21. The system of claim 1, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content having one or more designated aspects that are associated with at least one real-world person.

22. The system of claim 21, wherein the circuitry for obtaining at least some substitute content having one or more designated aspects that are associated with at least one real-world person comprises:

circuitry for obtaining at least some substitute content having one or more of the following types of designated aspects associated with the at least one real-world person: name, face, personal characteristics, identity, residence, title, achievement, occupation, career, role, activity, hobby, rank, identification features, biometric attribute, photographic image, voice recording, accent, dialect, recognizable personality trait, gesture, demeanor, mannerism, appearance, clothing, hairstyle, tattoo, piercing, avatar, item possession, or property ownership.

23. The system of claim 1, wherein the circuitry for identifying at least one media asset, the at least one media asset having one or more component elements feasible for alteration comprises:

circuitry for identifying at least one media asset having one or more of the following specified portions feasible for alteration: building, house, office, store, room, vehicle, car, boat, train, plane, street, town, or country.

24. The system of claim 1, wherein the circuitry for identifying at least one media asset, the at least one media asset having one or more component elements feasible for alteration comprises:

circuitry for identifying at least one media asset having one or more of the following specified portions feasible for alteration: landscape, vegetation, packaging, labeling, arrangement, item display, items depicted, signage, informational sign, directional sign, seasonal setting, temporal setting, light intensity, directional lighting, shadow, character statement, compass orientation, foreground, or background.

25. The system of claim 1, wherein the circuitry for obtaining substitute content for modification of the determined one or more component elements of the at least one media asset for alteration to create a derivative version of the at least one media asset comprises:

circuitry for obtaining one or more of the following types of substitute content: related set of designated aspects, related set of designated components, identical objects, same object in different scenes, or same object in different settings.

26. The system of claim 1, wherein the circuitry for obtaining substitute content for modification of the determined one or more component elements of the at least one media asset for alteration to create a derivative version of the at least one media asset comprises:

circuitry for obtaining one or more of the following types of substitute content: textual, verbal, audio, musical, visual, image, simulation, or animation.

27. The system of claim 1, wherein the circuitry for obtaining substitute content for modification of the determined one or more component elements of the at least one media asset for alteration to create a derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content for one or more of the following types of component elements feasible for alteration: music, setting, hero, heroine, villain, clothing, vehicle, company, animal, food, product, brand, or dialogue.

28. The system of claim 1, wherein the circuitry for determining one or more restricted component elements of the at least one media asset comprises:

circuitry for decoding at least some encoded metadata corresponding to at least one closed-captioning stream associated with the at least one media asset to extract at least one copyright date, the at least one copyright date embedded in the at least one closed-captioning stream, associated with the at least one media asset, the encoded metadata not being viewable to a user;

circuitry for confirming, based at least in part on the at least one copyright date extracted from the at least one closed captioning stream, whether one or more primary authorizations associated with one or more component elements is an expired authorization; and

circuitry for, if one or more primary authorizations associated with one or more component elements is an expired authorization, signaling to alter the one or more component elements.

29. The system of claim 1, wherein the circuitry for determining one or more restricted component elements of the at least one media asset comprises:

circuitry for receiving one or more identities of one or more component elements based at least in part on decoding at least some encoded metadata corresponding to at least one closed-captioning stream associated with the at least one media asset to identify component elements of the at least one media asset;

circuitry for confirming, based at least in part on at least one received identity, whether one or more component elements are in compliance with one or more primary authorization rights regarding the one or more component elements; and

circuitry for, if the one or more component elements are in not compliance with one or more primary authorization rights regarding the one or more component elements, signaling to alter the one or more component elements.

30. The system of claim **29**, wherein the circuitry for confirming, based at least in part on at least one received identity, whether one or more component elements are in compliance with one or more primary authorization rights regarding the one or more component elements comprises:

circuitry for sending at least one request to confirm one or more primary authorization rights to at least one processing service, the at least one request including at least one received identity.

31. The system of claim **30**, further comprising:

circuitry for receiving at least one answer from the at least one processing service, the at least one answer responsive to at least one check by the at least one processing service for one or more relevant communications received from at least one stated real-world person that was previously associated with the one or more component elements, the one or more component elements including one or more images of the at least one stated real-world person.

32. The system of claim **31**, wherein the circuitry for receiving at least one answer from the at least one processing service, the at least one answer responsive to at least one check by the at least one processing service for one or more relevant communications received from at least one stated real-world person that was previously associated with the one or more component elements, the one or more component elements including one or more images of the at least one stated real-world person comprises:

circuitry for receiving at least one answer from the at least one processing service, the at least one answer responsive to at least one check by the at least one processing service for one or more relevant communications received from at least one stated real-world person that was previously associated with the one or more component elements, the one or more relevant communications including a revocation of one or more primary authorization rights related to one or more images of the at least one stated real-world person.

33. The system of claim **31**, wherein the circuitry for receiving at least one answer from the at least one processing service, the at least one answer responsive to at least one check by the at least one processing service for one or more relevant communications received from at least one stated real-world person that was previously associated with the one or more component elements, the one or more component elements including at least one of one or more images or at least some dialogue of the at least one stated real-world person comprises:

circuitry for receiving at least one answer from the at least one processing service, the at least one answer responsive to at least one check by the at least one processing service for one or more relevant communications received from at least one stated real-world person that was previously associated with the one or more component elements, the one or more relevant communications including a revocation of one or more primary authorization rights related to at least some dialogue of the at least one stated real-world person.

34. The system of claim **30**, further comprising:

circuitry for receiving at least one answer from the at least one processing service, the at least one answer responsive to at least one check by the at least one processing service for one or more relevant communications received from at least one stated real-world person that was previously associated with the one or more component elements, the one or more component elements including at least one of one or more images or at least some dialogue of the at least one stated real-world person, and the one or more relevant communications having been received from the at least one stated real-world person via one or more of at least one website, at least one email request, at least one telephonic request, or at least one postal mail request.

35. The system of claim **30**, further comprising:

circuitry for receiving at least one answer from the at least one processing service, the at least one answer responsive to at least one check by the at least one processing service for one or more relevant communications received from at least one stated real-world person that was previously associated with the one or more component elements, the one or more component elements including at least some dialogue of the at least one stated real-world person.

36. The system of claim **1**, wherein the circuitry for determining one or more restricted component elements of the at least one media asset comprises:

circuitry for receiving at least one identity of one or more dialogue component elements based at least in part on decoding at least some encoded metadata corresponding to at least one closed-captioning stream associated with the at least one media asset to identify one or more dialogue component elements of the at least one media asset;

circuitry for confirming, based at least in part on at least one received identity, whether one or more words extracted from the at least one closed-captioning stream are profanity; and

circuitry for, if one or more words extracted from the at least one closed-captioning stream are profanity, signaling to alter the one or more dialogue component elements.

37. The system of claim **1**, wherein the circuitry for determining one or more restricted component elements of the at least one media asset comprises:

circuitry for receiving at least one identity of one or more dialogue component elements based at least in part on decoding at least some encoded metadata corresponding to at least one closed-captioning stream associated with the at least one media asset to identify one or more dialogue component elements of the at least one media asset;

circuitry for confirming, based at least in part on at least one received identity, whether the one or more dialogue component elements contains profanity;

circuitry for determining whether at least one audience associated with the at least one media asset is a restricted audience; and

circuitry for, if the one or more dialogue component elements contains profanity and the at least one audience associated with the at least one media asset is a restricted audience, signaling to alter the one or more dialogue component elements.

38. The system of claim **1**, wherein the circuitry for determining one or more restricted component elements of the at least one media asset comprises:

circuitry for decoding at least some encoded metadata corresponding to at least one closed-captioning stream associated with the at least one media asset to determine

one or more component elements of the at least one media asset for alteration, the encoded metadata not being visible to a user.

39. The system of claim **1**, wherein the circuitry for determining one or more restricted component elements of the at least one media asset and the circuitry for sending at least one request for authorization to the determined at least one person, the at least one request related to the determined one or more restricted component elements of the at least one media asset comprise:

circuitry for determining one or more images of at least one person in the at least one media asset, the at least one person associated with a preference to remain anonymous, and sending at least one request for authorization related to the at least one media asset to the at least one person.

40. The system of claim **1**, wherein the circuitry for determining one or more restricted component elements of the at least one media asset comprises:

circuitry for receiving at least one identity of one or more dialogue component elements based at least in part on decoding at least some encoded metadata corresponding to at least one closed-captioning stream associated with the at least one media asset to identify one or more dialogue component elements of the at least one media asset;

circuitry for confirming, based at least in part on at least one received identity, whether the one or more dialogue component elements contains profanity;

circuitry for determining whether at least one audience associated with the at least one media asset is a restricted audience; and

circuitry for, if the one or more dialogue component elements contains profanity and the at least one audience associated with the at least one media asset is a restricted audience, signaling to replace the one or more dialogue component elements with an alternative one or more dialogue component elements that do not include profanity.

41. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content for incorporation in at least one derivative version targeted for one or more specified devices.

42. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content for incorporation in at least one derivative version targeted for at least one distribution channel.

43. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content for incorporation in at least one derivative version targeted for at least one distribution time period.

44. The system of claim **1**, wherein the circuitry for obtaining, in response to at least one received authorization, at least some substitute content for modification of the determined one or more restricted component elements of the at least one media asset for creating at least one derivative version of the at least one media asset comprises:

circuitry for obtaining at least some substitute content for incorporation in at least one derivative version targeted for at least one media provider.

45. An article of manufacture, comprising:

means for identifying at least one media asset, the at least one media asset having one or more component elements feasible for alteration;

means for determining one or more restricted component elements of the at least one media asset;

means for determining at least one person associated with the one or more restricted component elements of the at least one media asset;

means for sending at least one request for authorization to the determined at least one person, the at least one request related to a determined one or more restricted component elements of the at least one media asset;

means for receiving at least one authorization related to at least one determined restricted component element of at least one media asset;

means for obtaining, in response to at least one received authorization, at least some substitute content for modification of a determined one or more restricted component elements of at least one media asset for creating at least one derivative version of the at least one media asset; and

means for implementing, in at least one derivative version, at least one modification of at least one determined restricted component element based at least partially on at least some obtained substitute content.

46. An article of manufacture, comprising:

at least one time-sequenced array of logic gates configured for identifying at least one media asset, the at least one media asset having one or more component elements feasible for alteration;

at least one time-sequenced array of logic gates configured for determining one or more restricted component elements of the at least one media asset;

at least one time-sequenced array of logic gates configured for determining at least one person associated with the one or more restricted component elements of the at least one media asset;

at least one time-sequenced array of logic gates configured for sending at least one request for authorization to the determined at least one person, the at least one request related to a determined one or more restricted component elements of the at least one media asset;

at least one time-sequenced array of logic gates configured for receiving at least one authorization related to at least one determined restricted component element of at least one media asset;

at least one time-sequenced array of logic gates configured for obtaining, in response to at least one received authorization, at least some substitute content for modification of a determined one or more restricted component elements of at least one media asset for creating at least one derivative version of the at least one media asset; and

at least one time-sequenced array of logic gates configured for implementing, in at least one derivative version, at least one modification of at least one determined restricted component element based at least partially on at least some obtained substitute content.

* * * * *

UNITED STATES PATENT AND TRADEMARK OFFICE

CERTIFICATE OF CORRECTION

PATENT NO. : 9,215,512 B2
APPLICATION NO. : 13/134389
DATED : December 15, 2015
INVENTOR(S) : Alexander J. Cohen et al.

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

IN THE CLAIMS

In Column 65, Lines 1-2, Claim 29 please delete "circuitry for, if the one or more component elements are in not compliance with one or more primary authorization" and replace with --circuitry for, if the one or more component elements are not in compliance with one or more primary authorization--

Signed and Sealed this
Fifth Day of April, 2016

Michelle K. Lee

Michelle K. Lee
Director of the United States Patent and Trademark Office